



About the Lakefair Races Tradition

Capital Lakefair was founded by a group of local business people in 1957 who came together to create a local celebration every summer. 65 years later, Capital Lakefair is now a community tradition for generations of families. Occurring every year during the third week in July, the week-long celebration concludes with the Olympia Lakefair Races on Saturday morning, the Grand Parade through downtown Saturday evening and a firework show on Sunday.

Starting in 1975, the Lakefair Races were directed by the Olympia Rain Runners running club. The races have varied in distances over the years with distances of two miles, 3k, 8k, 10k, half marathon, and marathon. When The Olympia Rain Runners dissolved, the races were absorbed by the Capital City Marathon Association. After a few years, the Marathon Association, wanting to focus on its own races, turned over the Lakefair Races to two local high school coaches. They created the Lake Run Organization, a member of the Road Runners Club of America.

In 2016, the Rotary Club of Olympia approached the Lake Run Organization to partner in sponsoring the events. The following year, the Lake Run Organization in partnership with the Rotary Club of Olympia rebranded the three race event to “Olympia Lakefair Races”. The aim of this effort is to continue the tradition of the races, honor the running past of Olympia and raise money for local community organizations. Proceeds support local high school cross country and track programs, and other non-profits supported by the Lake Run Organization and The Rotary Club of Olympia.

There are currently three races held – a Half Marathon, 8K and 3K. The 3K also includes a Kids Run, with entrants 14 and under earning free entry to the race. Awards are given out in all three races in age group categories, as well as Disabled and Wheelchair categories. In 2021 there were almost 350 total participants, and the 2022 goal is 600+ participants.

Help us celebrate these historic races and become a sponsor! As a sponsor, you will have the unique opportunity to connect with the Thurston County community, build brand awareness and show your company’s support of our community and our region’s history.

This year the races are projected to be on July 16th, 2022



SPONSORSHIP OPPORTUNITIES

Presenting Sponsor \$3,000

Official Race Sponsor (Limited to 1 Sponsor)

- Logo inclusion on: T-shirts, posters, printed race promotion materials, Rotary and race websites and Facebook pages with hyperlink to your company's website
- E-marketing with hyperlink to District Rotary Clubs (700 members just in Thurston County)
- Mention at race as presenting sponsor in PR Outreach, including PSA's

Race Day Exposure

- Banner presence at the event (provided by sponsor)
- Recognition on signage at water stations
- Opportunity for representative to present awards

Awarded Following

- Complimentary registrations (10)
- Right to use event logo

Race Sponsor: Half Marathon, 8k or 3k Sponsor \$1,500

1 sponsor per-race (3 total)

- Logo inclusion on: Posters, Rotary and race websites and Facebook pages with hyperlink to your company's website
- E-marketing with hyperlink to District Rotary Clubs (700 members just in Thurston County)

Race Day Exposure

- Banner presence at the event (provided by sponsor)
- Recognition on signage at water stations

Awarded Following

- Complimentary registrations (5)
- Right to use event logo



Race Partners \$500

Unlimited

- Logo inclusion on: Rotary and race websites and Facebook pages with hyperlink to your company's website
- E-marketing with hyperlink to District Rotary Clubs (700 members just in Thurston County)

Race Day Exposure

- Banner presence at the event (provided by sponsor)

Awarded Following

- Complimentary registrations (3)
- Right to use event logo

In-kind Sponsors \$TBD

Specialty (Food, printing, race prizes, etc.)

- Logo inclusion on: Rotary and race websites and Facebook pages with hyperlink to your company's website
- Logo inclusion on posters based on in-kind sponsorship value of \$1500 or more
- E-marketing with hyperlink to District Rotary Clubs (700 members just in Thurston County)

Mile Marker Sponsors \$150

Half Marathon (Qty. 13), 8k (Qty. 4), 3K (Qty. 1)

- Company name listed on designated mile marker sign (11x17).
- First-Come, First Served



Olympia Lakefair Races Sponsor Commitment Form

Contact Information

Organization: _____

First Name: _____ Last Name: _____

Phone: _____ Email: _____

Select Sponsorship Level

- Presenting Olympia Lakefair Races Sponsor - \$3,000
- Half Marathon - \$1,500
- 8K Sponsor - \$1,500
- 3K Sponsor - \$1,500
- Race Partner - \$500
- In-kind Sponsors - \$TBD (Contact to discuss value)
- Mile Marker Sponsors - \$150 (Request which race and mile marker below)

Mile Marker Request *(Please Note: This is first-come first-serve)*

- Half Marathon (#1-13) *Please indicate which mile marker:* _____
- 8K (#1-4) *Please indicate which mile marker:* _____
- 3K (#1)



Submitting Your Sponsorship Commitment Form Options

1. Scan & Email completed sponsorship form to: OlyLakefairRaces@gmail.com

- Or would you like to receive an invoice? _____

2. Mail Sponsorship Commitment Form with Payment to:

**Make checks payable to: Lake Run Organization*

“Attention: Olympia Lakefair Races 2022”

P.O. Box 11489, Olympia, WA 98508

For questions, please contact:

OlyLakefairRaces@gmail.com OR call Bob Brennand at (360) 310-0747

Thank you for your support!