

THE BER-MAZING RACE *ESTABLISHED 2006*



SPONSORSHIP

MEDIA PACKAGE

**ADVERTISE TO THOUSANDS OF LOCALS AND VISITORS FOR
BERMUDA'S BER-MAZING RACE OF THE YEAR!**

Encouraging Teamwork,
Fueling Fun & Fitness,
Supporting Tourism!

www.bermazingrace.com

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Dear Sponsor,

I hope this letter finds you well. I am writing to you on behalf of The Ber-Mazing regarding an exciting opportunity for sponsorship with the upcoming Ber-Mazing Race, scheduled to take place in August 31st 2024 at Bernards Park in Pembroke, Bermuda.

The Ber-mazing Race is an annual island-wide scavenger hunt with as many as 50 teams of two which has been successfully entertaining audiences for years. The Ber-mazing Race which has been around since 2006 with many successful seasons promises to be an event like no other in 2024, combining thrilling competition with the breathtaking scenery of Bermuda.

As we prepare for this highly anticipated event, we are reaching out to potential sponsors like yourself to help support us in covering the costs associated with staffing, marketing, media, television coverage, and the day of the event itself. Your sponsorship will not only ensure the success of the race but also contribute to creating an unforgettable experience for both locals and visitors alike.

One of the highlights of the Ber-mazing Race is the Vendor Village, where attendees can enjoy various offerings while soaking in the excitement of the race. Additionally, there will be a Youth Mini Ber-mazing Race segment onsite, providing entertainment for our younger audience. All attendees will have the opportunity to watch the racers as they embark on their journey around Bermuda, thanks to a large electronic screen situated at the event site.

By becoming a sponsor, you will receive a wide range of benefits tailored to maximize your marketing exposure before, during, and after the event. These benefits include prominent placement in our marketing materials, on-site signage during the event, and exposure during television coverage of the race.

We believe that partnering with your company for the Ber-mazing Race would be mutually beneficial, providing you with valuable exposure to our audience while supporting a prestigious event in the heart of Bermuda.

I would be delighted to discuss this opportunity with you further and provide additional details on our sponsorship packages. Please feel free to contact me at at your earliest convenience.

Thank you for considering this partnership opportunity. We look forward to the possibility of working together to make the Ber-mazing Race an extraordinary success.

Warm regards,

Merl Parfitt

Ber-Mazing Race Founder & CEO

Tel 504-9249 | Email Bermazingrace@gmail.com

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SPONSORSHIP PACKET

Advertise to thousands of locals and visitors!

Thank you for your interest in supporting the Ber-Mazing Race as a sponsor. Please find our sponsorship packet detailing the various opportunities available for your consideration.

	Title Sponsor - \$30,000	Presenting Sponsor - \$15,000	Premier Sponsor - \$10,000	Gold Sponsor - \$5,000	Small Business Sponsor - \$1,500	Swag Bag Sponsor - \$500	On-Site Vendor - \$300 <i>(starts at)</i>
Staff co-host/ announce*	x						
On air radio coverage (staff join the interview)	x						
Exclusive Sponsorship in category	X	x					
Optimize your marketing plan! Let's Discuss your marketing goals and event opportunities	x	x					
Award winners during closing ceremony	x	x	Verbal recognition only				
Logo inclusion on t-shirts, banners, and other event collateral	x	x	x				
Logo placement on all promotional materials	X Prominent	X Priority	x	x			
On-site signage **	x premier placement	x priority placement	x	x			
Recognition in all media coverage	x	x	x	x	x		
Logo placement on website	x	x	x	x	x		
Recognition as a Sponsor	x	x	x	x	x	x	

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Option for vending, activation /giveaway tents	x	x	x	x			x
Provide branded items for swag bags***	x	x	x	x	x	x	x
Social Media Posts	x Send Promotions to post	x Send Promotions to post	x Send Promotions to post	x Send Promotions to post	x Social media mention	x mention as sponsor	x mention vendor

*Opportunity to have staff co-host event with our team at certain times! Help with promotions, giveaways, announce winners and all. Optional for Sponsor.

**On-site signage must be provided by the sponsor before the event to be placed at the event

***The amount of items you provide for the swag bag is totally up to you, we suggest providing items 200 minimum (target 500+)

OTHER SPONSOR OPTIONS:

Scavenger Hunt Flag Sponsor - \$1,000 (10 spots available)

- Exclusive sponsorship of a scavenger hunt flag station
- Opportunity to provide branded feather flags at the designated station
- Opportunity for creative idea branding to fuse your brand in with the race! Maybe incorporate one of the clue stops with your brand?
- Great opportunity for a brick and mortar business and point of interest tourism stop to participate

On-Site Vendor Option - (Starts at) \$300

- 10x10 tent allocated space
- Opportunity to showcase your products or services at the Vendor Village during the Ber-Mazing Race with signage
- Logo inclusion on social media
- Vendor must supply their own tent, table and chairs
- We will supply electricity source if needed. \$500 for these vendors

Ber-Mazing Trivia Prize Sponsors \$500

- Donate 2 Gift Vouchers, Value \$50+
- Business will be recognized at event during prize giving

We believe that each sponsorship tier offers unique benefits tailored to meet your marketing objectives and budget. Your support will not only help make the Ber-Mazing Race a success but also provide valuable exposure to thousands of locals and visitors as they explore Bermuda through this exciting event. If you have any questions or would like to discuss these sponsorship opportunities further, please do not hesitate to contact me. We are eager to partner with you and make the Ber-Mazing Race an unforgettable experience for all involved.

Thank you for considering this partnership opportunity. We look forward to the possibility of working together.

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Sponsorship Form

Contact Information (Client):

Business
Executive
Name:

Today's
Date:

Last

First

M.I.

Business
Address:

Main
Mobile
Phone:

Street address

Apt/Unit #

Email:

Parish

Postal

Sponsorship Campaign Details:

sponsorship Tier (Select What You Desire):

- **TITLE SPONSOR- [\$30,000]**
- **PRESENTING SPONSOR- [\$15,000]**
- **PREMIER SPONSOR- [\$10,000]**
- **GOLD SPONSOR- [\$5,000]**
- **SMALL BUSINESS SPONSOR: [\$1,500]**
- **SWAG BAG SPONSOR [\$500]**
- **SCAVENGER HUNT FLAG SPONSOR - [\$1000]**
- **BER-MAZING TRIVIA PRIZE SPONSOR: [\$500]**
- **ON-SITE VENDOR: [\$300]**
- **ON-SITE VENDOR (NEEDS ELECTRICITY) : [\$500]**

Create your Own Package: None of the packages suit your business? No worries, complete the information below and an executive Sponsorship member will give you a quote.

PLEASE ADD YOUR SPECIFIC DETAILS/REQUESTS OF WHAT YOU WANT AND BUDGET BELOW;

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NOTE: Please submit all High Resolution logos, banners, graphics and media by email to our Bermazingrace@gmail.com email

Payment Information:

ONLINE PAYMENTS: BNTB Bank A/C 20006060687711100
ACCOUNT NAME: Marilyn & Karl Parfitt
REMITTANCE ADVICE TO BE SENT TO 'Bermazingrace@gmail.com'

Terms and Conditions Agreement:

I agree to the terms and conditions.

To submit this application form, please email Bermazingrace@gmail.com , we will review and confirm back to you within 72 business hours.

I authorize The Ber-mazing Race staff to verify the information provided on this form (1) to confirm my identity (2) to augment and update currently held information; (3) to satisfy advertising information requests; and (4) to meet legal and regulatory requirements. I understand that false or misleading information in my application may result in my release and other governmental consequences.

Authorized
Client
Signature

Date:

Race Exec
Signature

Date:
