

# THE PATERNO FAMILY BEAVER STADIUM RUN



*Honoring Franco Harris*  
*Finish at the 34*

**Sunday**  
**April 16, 2023**

*Presented By*

**SHEETZ**

# LET ME WIN BUT IF I CANNOT WIN LET ME BE BRAVE IN THE ATTEMPT

*Special Olympics Athlete Oath*



**Special  
Olympics**  
Pennsylvania



# THE PATERNO FAMILY BEAVER STADIUM RUN



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Going into it's 14th year, The Paterno Family Beaver Stadium Run is a signature event for Special Olympics Pennsylvania. Since it began, the event has raised more than \$3 million and engaged more than 30,000 participants in support of Special Olympics athletes in Pennsylvania. As a partner of the Paterno Family Beaver Stadium Run, not only are you aligning your brand with one of the most powerful social movements in the world, you are also providing opportunities for the lives of our athletes, from across the commonwealth, to be transformed.



## Presenting Sponsor

\$100,000

1 available

- Official Presenting Sponsor of the Beaver Stadium Run benefitting Special Olympics PA
- Full promotional rights, including license to use SOPA marks
- Extensive media coverage from television, newspaper and online partners plus your logo on several donated billboards throughout PA in March and April (*Your logo on BSR 30-sec promotional PSA airing across PA during March/April - Your logo on donated full page ad in the official PSU Alumni Quarterly Magazine - Sponsor Recognition in all press releases/media alerts for the event*)
- Extensive publicity during race weekend (*banners, product displays, booth, etc.*)
- Logo prominently displayed on front and back of commemorative Beaver Stadium Run T-shirt given to all participants
- Logo on SOPA website ([www.specialolympicspa.org](http://www.specialolympicspa.org)) and on [www.StadiumRun.org](http://www.StadiumRun.org) site year-round
- Logo on promotional materials touting the event
- Logo recognition through the following additional digital media (*Digital newsletter sent to more than 30,000 athletes, coaches, volunteers, board and donors - Two exclusive recognition posts via SOPA Social Media Accounts; Twitter and Facebook*)
- Opportunity for company representative to speak and pose for a check presentation with SOPA President and other dignitaries at pre-race ceremony
- Announcements during pre-race music/entertainment prior to the event (audience of 5,000 participants and spectators)
- Premier employee volunteer opportunity during BSR or at a future SOPA competition or event (Optional)
- Your contribution underwrites the full participation of more than 500 athletes for all 3 days of Summer Games at PSU in June
- Unlimited number of company representatives (including family members) invited to participate in the Beaver Stadium Run/Walk

## Alumni/Student Sponsor

\$50,000

2 available

- Official Presenting Sponsor of one of the following groups: PSU Alumni or Current PSU Student Body
- Full promotional rights, including license to use SOPA Marks
- Extensive media coverage from television, newspaper, and online partners (*Your logo on donated full page ad in the official PSU Alumni Quarterly Magazine - Sponsor Recognition in all press releases/media alerts for the event*)
- Logo prominently displayed on front and back of commemorative Beaver Stadium Run T-shirt given to all participants
- Logo on SOPA website ([www.specialolympicspa.org](http://www.specialolympicspa.org)) and on [www.StadiumRun.org](http://www.StadiumRun.org) site year-round
- Logo on promotional materials touting the event
- Logo recognition through the following additional digital media (*Digital newsletter sent to more than 30,000 athletes, coaches, volunteers, board and donors - One exclusive recognition post via SOPA Social Media Accounts; Twitter and Facebook*)
- Opportunity for company representative to speak and pose for a check presentation with SOPA President and other dignitaries at pre-race ceremony
- Announcements during pre-race music/entertainment prior to the event (audience of 5,000 participants and spectators)
- Premier employee volunteer opportunity during BSR or at a future SOPA competition or event (Optional)
- Your contribution underwrites the full participation of more than 250 athletes for all 3 days of Summer Games at PSU in June
- 250 company representatives or Alumni/Students invited to participate in the Beaver Stadium Run/Walk via your sponsorship

## Gold Sponsor

\$25,000

2 available

- Official Presenting Sponsor of one of the following groups: 2 mile course (walkers); 5K Course (runners)
- Full promotional rights, including license to use SOPA Marks
- Extensive media coverage from television, newspaper, and online partners (*Sponsor Recognition in all press releases/media alerts for the event*)
- Logo prominently displayed on back of commemorative Beaver Stadium Run T-shirt given to all participants
- Logo on SOPA website ([www.specialolympicspa.org](http://www.specialolympicspa.org)) and on [www.StadiumRun.org](http://www.StadiumRun.org) site year-round
- Logo on promotional materials touting the event
- Logo recognition through the following additional digital media (*Digital newsletter sent to more than 30,000 athletes, coaches, volunteers, board and donors*)
- Opportunity for company representative to speak and pose for a check presentation with SOPA President and other dignitaries at pre-race ceremony
- Employee volunteer opportunity during BSR or at future SOPA competition (optional)
- Your contribution underwrites the full participation of more than 125 athletes for all 3 days of Summer Games at PSU in June
- 125 company representatives (including family members) invited to participate in the Beaver Stadium Run/Walk
- 10 mission signs along the route

## Silver Sponsor

\$10,000

- Extensive publicity during race weekend (banners, product displays, booth, etc.)
- Logo prominently displayed on back of commemorative Beaver Stadium Run T-Shirt given to all event participants
- Logo recognition through the following additional digital media
  - Beaver Stadium Run website [www.StadiumRun.org](http://www.StadiumRun.org)
  - Digital newsletter sent to more than 30,000 athletes, coaches, volunteers, board, and donors
- Opportunity to do an on-site check presentation
- Employee volunteer opportunity during BSR or at a future SOPA competition (optional)
- Your contribution underwrites the full participation of more than 50 athletes for all 3 days of Summer Games at PSU in June
- 40 company representatives (including family members) invited to participate in the Beaver Stadium Run/Walk
- 5 Mission signs along the route

## Bronze Sponsor

\$5,000

- Logo displayed on back of commemorative Beaver Stadium Run T-Shirt given to all event participants
- Publicity during race weekend (banners, sponsor announcements)
- Logo recognition through the following additional digital media
  - Beaver Stadium Run website [www.StadiumRun.org](http://www.StadiumRun.org)
  - Digital newsletter sent to more than 30,000 athletes, coaches, volunteers, board, and donors
- Your contribution underwrites the full participation of more than 25 athletes for all 3 days of Summer Games at PSU in June
- 25 company representatives (including family members) invited to participate in the Beaver Stadium Run/Walk
- 3 Mission signs along the route

## Benefactor Sponsor

\$2,500

- Logo displayed on back of commemorative Beaver Stadium Run T-Shirt given to all event participants
- Publicity during race weekend (banner)
- Logo recognition on Beaver Stadium Run website [www.StadiumRun.org](http://www.StadiumRun.org)
- Your contribution underwrites the full participation of 12 athletes for all 3 days of Summer Games at PSU in June
- 15 company representatives (including family members) invited to participate in the Beaver Stadium Run/Walk
- 1 Mission sign along the route

## Event Sponsor

\$1,000

- Logo displayed on back of commemorative Beaver Stadium Run T-Shirt given to all event participants
- Publicity during race weekend (banner)
- Logo recognition on Beaver Stadium Run website [www.StadiumRun.org](http://www.StadiumRun.org)
- Your contribution underwrites the full participation of 5 athletes for all 3 days of Summer Games at PSU in June
- 8 company representatives (including family members) invited to participate in the Beaver Stadium Run/Walk
- 1 Mission sign along the route

# The Fun Doesn't Stop With The Run!

Expand your partnership and you can support the 2023 Summer Games being held at Penn State! The event is Special Olympic Pennsylvania's biggest statewide competition event!

\$10,000

- Full Promotional Rights, including license to use SOPA marks
- Customized volunteer and engagement experience on-site at Summer Games
- Customized social media promotion, including social media takeover
- On site promotion includes (5) banners/signs
- Media coverage: Social & Digital; includes SOPA digital newsletter
- Logo on commemorative t-shirt & organization and event websites
- Recognition as event partner during Opening Ceremonies

\$5,000

- On site promotion includes (3) banners/signs
- Media coverage: Social & Digital; includes SOPA digital newsletter
- Logo on commemorative t-shirt & organization and event websites
- Recognition as event partner during Opening Ceremonies

\$2,500

- On site promotion includes (1) banners/signs
- Media coverage: One social post and SOPA digital newsletter
- Logo on commemorative t-shirt & organization and event websites
- Recognition as event partner during Opening Ceremonies

\$1,000

- Media coverage: One social post
- Logo on commemorative t-shirt & event website

\$500

- One mission sign on site
- Name or company listed on event sponsor section of commemorative t-shirt