

YAKIMA MILE

home of the fastest mile in washington



**SPONSORSHIP
INFO**

JUL 13

**THE PALM SPRINGS
OF WASHINGTON**

YOUTH HEATS - OPEN MILE - DOG MILE - HEROES MILE - MASTERS MILE - ELITE MILE



a
one mile
point-to-point
race
for all
ages and
Kids run free
abilities, to
run their
fastest mile;

3:50.5
4:20.5

we're all about bringing our community together in fun, fitness and supporting important causes that serve our friends and neighbors right here in the Yakima Valley.

our goal heading into the 5th running of Yakima Mile remains the same:

to leave a lasting impression in our community by bringing together athletes, businesses, leaders, and individuals motivated to make Yakima Valley - and the world - a better and healthier place for future generations

YWCA Yakima is the beneficiary of Yakima Mile



ever.

break the record, break the cycle.

metrics

on average, 50% of participants are 18Y or younger & are able to participate with no cost

over \$60,000 raised for YWCA Yakima in the past two years at the Yakima Mile

28 sub-4 minute mile performances by elite athletes (quite speedy times)

over 30k accounts reached during race week (IG)

attracted and hosted elite athletes from around the world



miles against violence (MAV)

"Every single one of us can make an impact in ending domestic violence." (Rosalie Fish)

The MAV pledge run is an additional dimension added within the Yakima Mile to expand awareness and raise money for YWCA Yakima.

In 2022, Rosalie Fish ran 12 miles and raised over \$35,000 for YWCA Yakima. In 2023, Megan Johnson readily took on the torch to continue the efforts of supporting survivors of DV.

The MAV run begins with the first heat, the Family Mile. Then, continuous laps are run along the mile stretch of Yakima Ave. until the conclusion of races, about two hours later. Individuals and businesses are invited to pledge dollar amounts for every mile run within the Miles Against Violence pledge run.

feedback

"As a connoisseur of road miles, the Yakima Mile is amongst the very best I've ever experienced."
- **Women's Elite (2023)**

"Something in my DNA wouldn't let me merely walk/jog this 1 mile family run. I had to give it all I had that day. The finish line was great even reminding me, of my 4 finishes at the Boston Marathon. Just joy and cheering from the spectators and finish line crew." - **Participant (2023)**

"What a great event I got to take part in with my son this weekend. He was so proud of himself" - **Parent (2022)**

"Thanks for the great event, I really enjoyed the race and how well everything was hosted and organized! Looking forward to racing again in the future." - **Men's Elite (2022)**

when yakima is better,
we are all better



2024 YAKIMA MILE

SPONSORSHIP

Funds are used to cover operational costs of the event and fill the prize purse, which attracts athletes from around the world to the Yakima Valley. The beneficiary of the race is YWCA Yakima - a 501C nonprofit - who provide lifesaving services and resources to survivors of domestic violence. Together, Yakima Mile, Sponsors, Partners, and YWCA Yakima are working to end domestic violence in the Yakima Valley.

SPONSOR OPPORTUNITIES	GOLD \$10,000	SILVER \$6,000	BRONZE \$3,000	COPPER \$2,000
Logo placement on Yakima Mile promotional material.	X	X	X	
Exposure through social media campaigns.	X	X		
Race heat named on behalf of your company.	X	X		
Sponsorship highlighted on Yakima Mile website.	X	X	X	X
Exhibit space along the Finish Line area (10'x10' tent).	X	X	X	X
Premium placement on Yakima Mile website & promotional materials.	X			
Logo placement at Start Line & Finish Line.	X	X	X	X
Outside recognition of the contribution by our sponsors at every opportunity.	X	X	X	X
Complimentary race entries.	10	6	3	2
Invites to the VIP celebration with Elite Athletes post-race.	5	3	2	

VIP Afterparty welcomes Elite Athletes, Sponsors, and the Yakima Mile Strategic Planning Committee to celebrate the work, time, and efforts put into bringing this event to fruition.



2024 YAKIMA MILE

SPONSORSHIP



select sponsorship level:

GOLD
\$10,000

SILVER
\$6,000

BRONZE
\$3,000

COPPER
\$2,000

sponsor information:

COMPANY/ORGANIZATION NAME: _____

CONTACT NAME: _____

EMAIL: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

WE WISH TO BE LISTED AS: _____

(please print exactly what you would like to appear on all Yakima Mile promotional materials)

upon receipt of this form, an invoice will be sent to your listed contact for payment.
prompt return is much appreciated!

**PLEASE RETURN
THIS FORM TO:**

MEGHAN MCARTHY | COMMUNITY LIAISON, YAKIMA MILE

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