



THE
Izzo
Legacy

Run / Walk / Roll

**Event
Sponsorship
2020**

The Izzo Legacy 5K Run/Walk/Roll

In 2019, the Izzo family and Playmakers partnered to host an annual premium run/walk experience on the campus of Michigan State University.

The inaugural event welcomed 3,225 to campus, 266 virtual participants from 13 states and three countries and raised almost \$250,000 for charities.

In its second year, the Izzo Legacy 5K will offer a Roll division to include participants with physical disabilities.

The Izzo Legacy Run/Walk/Roll event is focused on fitness, fun, family, Spartan spirit, and charitable giving!

The event endeavors to:

- Honor the impact and legacy of Coach Tom Izzo and celebrate his values of hard work, Spartan loyalty, family, community and charitable giving.
- Benefit local charities selected by the Izzo family.
- Encourage inclusivity by coordinating with MSU Adaptive Sports to accommodate participants of all abilities.
- Provide the Spartan community with a unique family-friendly event.
- Provide Spartan alumni and fans an annual opportunity to return to campus, attend the spring football game, additional non-revenue athletic events, and participate in the run/walk/roll.
- Encourage healthy living for all participants.
- Establish a sustainable annual event that gives back to the Greater Lansing and Michigan State communities.
- Provide an opportunity for alumni, military personnel, and Spartan fans around the world to participate by offering a virtual event.



Event Details

Date:

The Saturday morning (in April) of the 2020 Michigan State University Spartan Spring Football Game.

Location:

On the campus of Michigan State University. The race will start at the Breslin Student Events Center and finish inside Spartan Stadium.

Events:

Race events are: Izzo 3-pointer (3.1 mile run/walk/roll), Izzo Slam Dunk Walk (1 mile walk), Future Spartan Free Throw (800m Kids' Race), Virtual Izzo (3.1 mile run/walk/roll).

Participant Data:

2019 participation totaled 3,491, with 3,225 on site participants and 266 virtual participants from 13 states and 3 countries. 59% of participants were female and 41% were male.

General Runner Profile*	
Married	68%
College Educated	78%
Household Income \$50,000+	61%
22% have household incomes over \$100,000	
Daily use: Facebook 57%, Twitter 15%	
Primary Motivation to Start Running*	
Exercise	24%
Weight Concerns	14%
Primary Motivation to Keep Running *	
Stay Healthy	77%
Stay in Shape	73%
Relieve Stress	62%

* Data from 2017 National Runner Survey conducted by Running USA



Sponsorship Levels

Sponsors will receive pre-race, race day and post-race marketing benefits in each of the six levels of sponsorship available as outlined.

Pre Race	Hall of Fame \$50,000	National Champions \$25,000	Final Four \$15,000	Elite 8 \$10,000	Sweet 16 \$5,000	Izzone \$2,500
Sponsorships available at this level	1	2				
Name added to race title as Champion sponsor	•					
Sponsor check presentation with Tom & Lupe Izzo	•					
Name added to kids' race as presenting sponsor	•					
National Champion sponsor of VIP reception OR		•				
National Champion sponsor of event volunteers & volunteer shirts		•				
Sponsor logo on poster/brochure	•	•	•	•		
Sponsor logo on race bib	•					
Sponsor logo on race shirt	•	•	•			
Sponsor logo on participant awards and prizes	•	•				
Sponsor logo on race registration webpage	•	•	•	•	•	•
Sponsor logo on race marketing emails	•	•	•	•	•	
Sponsor logo on participant emails	•	•	•	•	•	
Sponsor mentions on social media	Tier 1	Tier 2	Tier 2	Tier 3	Tier 3	
Sponsor promotional material at packet pickups	•	•	•	•	•	
Event signage at packet pickup	Tier 1	Tier 2	Tier 2	Tier 3	Tier 3	Tier 4
Sponsor logo on backdrop at press conference	Tier 1	Tier 2	Tier 2	Tier 3		
Sponsor logo on interview backdrop	Tier 1	Tier 2	Tier 2	Tier 3		
Customized marketing solutions for sponsor	•	•	•			
Race Day						
PA announcements acknowledging sponsor	•	•	•	•	•	
Tent/booth space available to sponsor	Tier 1	Tier 2	Tier 2	Tier 2	Tier 3	
5K start and finish line sponsor signage	•					
Kids' race start and finish line sponsor signage	•					
Sponsor Logo on Start/Finish banner	•					
Sponsor Logo on Start/Finish stanchion	•					
Sponsor Logo finish chute scrim	Tier 1	Tier 2	Tier 2			
Sponsor Logo on mile markers	•					
Sponsor Logo on Kids' Sprint participant gift	•					
Event area sponsor signage	Tier 1	Tier 2	Tier 2	Tier 3	Tier 3	Tier 4
Special pre-race presentation to sponsor	•	•	•			
Sponsor mentions on social media	Tier 1	Tier 2	Tier 2			
Post Race						
Sponsor "thank you" in race recap participant email	•	•	•	•	•	
Right of first acceptance for next year's event	•	•	•	•		
Free Entries						
Individual race registrations	75	45	25	15	10	3
VIP reception pre-race reception tickets	15	10	8	6	4	2

Limited In-kind sponsorships are also available for hydration, food, media, and awards.

Registration fees, financial contributions or sponsorships of this event do not benefit Michigan State University, Spartan Athletics or the Spartan Fund.

Sponsor Commitment

The Izzo Legacy 5K Run/Walk/Roll is seeking sponsors who share in our appreciation for Coach Tom Izzo, Michigan State University and the entire Spartan Nation. Sponsors should be committed to helping create an event that will honor and celebrate the legacy of Coach Izzo.

Upon agreeing to any level of support, sponsors are also committing resources to co-market the event by:

- Displaying event promotional material at branch locations, on sponsor's website and other viable sponsor marketing channels
- Including event promotion in social media marketing calendar
- Promoting the event to management and staff through existing channels

For more information on sponsorship opportunities or to address specific questions, please feel free to contact Lisa Hildorf at hildorf@aol.com or Trish LaPorte at trishlaporte@sbcglobal.net.

Registration fees, financial contributions or sponsorships of this event do not benefit Michigan State University, Spartan Athletics or the Spartan Fund. Individuals and sponsors of this event will not receive donor credit or gift acknowledgment from MSU.

Event Leadership

Lupe Izzo, Event Committee Chair

Raquel Izzo, Event Committee Co-Chair

Tab Jackson, Event Committee Co-Chair

John Benedict, Event Committee Co-Chair

Seth Kesler, Committee Member

Jon Martin, Committee Member

Marcy Gillespie-Kinzer, Race Director

Andy Marsh, Assistant Race Director

Lisa Hildorf, Sponsorship Committee

Trish LaPorte, Sponsorship Committee

Stella Cash, Sponsorship Committee

Rob Antcliff, Committee Member

Lauren Aitch, Committee Member

Blair Fife, Committee Member

Sandy Maines, Committee Member

Sarah Skilling, Committee Member

