

THE
Izzo
Legacy

Run / Walk / Roll

**Event
Sponsorship
2022**



The Izzo Legacy 5K Run/Walk/Roll

In 2021, the Izzo family and Playmakers partnered to host the second annual Run/Walk/Roll event on the campus of Michigan State University and through the streets of downtown East Lansing. The inaugural events welcomed over 5,600 to campus and had over 600 virtual participants from 18 states and three different countries.

Because of its generous sponsors, the Izzo Legacy has raised almost \$350,000 for local charities since the inception of the Izzo Legacy 501(c)3 nonprofit organization. The Izzo 5K Run/Walk/Roll event is focused on inclusivity, 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, 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.



THE IZZO Legacy

Run / Walk / Roll

Event Details

Date:

April 2022, the Saturday of the 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 include: 3.1 mile run/walk/roll, 1 mile walk, Kids' Half Mile, Kids' Sprint, and the Virtual 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.



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
Named as the Hall of Fame sponsor of race	•					
Sponsor check presentation with Tom & Lupe Izzo	•					
Logo added to kids' race as presenting sponsor	•					
Sponsor logo on 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	•	•	•	•	•	
Broadcast and digital media exposure	•	•				
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
Customized marketing solutions for sponsor	•	•	•			
Race Day						
PA announcements acknowledging sponsor	•	•	•	•	•	
5K start and finish line sponsor signage	•					
Kids' race start and finish line sponsor signage	•					
Sponsor Logo on Start/Finish banner	•					
Sponsor Logo finish chute scrim	Tier 1	Tier 2	Tier 2			
Sponsor Logo on mile markers	•					
Digital signage at Breslin, Munn & Spartan Stadium	Tier 1	Tier 2	Tier 2	Tier 3	Tier 3	Tier 4
Special pre-race presentation at VIP reception	•					
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
Pre-race VIP reception invitations	20	15	10	8	6	4

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 contact: Lisa Hildorf at hildorf@aol.com or Sandy Maines at sandymaines@gmail.com.

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 McDonald, Event Committee Co-Chair

Tab Jackson, On Target Living

John Benedict, Playmakers

Seth Kesler, Michigan State University Associate Athletic Director

Lt. Jon Martin, Michigan State University Police Department

Marcy Gillespie-Kinzer, Race Director, Playmakers Fitness Foundation

Andy Marsh, Playmakers

Lisa Hildorf, Sponsorship Director

Sandy Maines, Sponsorship Director

Rob Antcliff, Marketing Committee Member

Lauren Aitch, The Aitch Foundation

Stella Cash, Sponsorship Committee

Dylan Marinez, Michigan State University Football Equipment Manager

Sarah Skilling, Spartan Fund Director of Donor Relations & Events

Marci Daniels, Vice President and General Manager Nexstar Media Inc.

Lauren Scott, Michigan State University