



THE Izzo Legacy

Run / Walk / Roll

Event Sponsorship 2023

The Izzo Legacy 5K Run/Walk/Roll A Lifetime Commitment, A Family Legacy

As a lifelong resident of East Lansing, my family's commitment to serving this community had a lasting impact on me.

Starting the Izzo Legacy with my own family has been a dream come true. Since 2019, with the help of our sponsors, donors and valued volunteers, we've raised over \$400,000 even though the pandemic prevented us from holding the race. The contributions allowed the Izzo Legacy to provide assistance to charities when they needed it most.

Additionally, we were able to begin to build an endowment for future giving. We take pride in knowing that all proceeds go directly to the Izzo Legacy charity partners and the endowment.

This year, Tom signed a lifetime contract with Michigan State University, which furthers our commitment to our beloved community. With our commitment and your support, we can be a sustaining resource for many years to come.

We hope to see you at the 2023 race this year!

Thanks in advance for your consideration.

- Lupe Izzo

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.
- Partner with the Running Industry Diversity Coalition (RIDC) to promote and improve inclusion, visibility, and access for Black, Indigenous, and people of color (BIPOC).
- 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.



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Event Details

Date:

April 2023, the Saturday of the Spartan Spring Football Game.

Location:

On the campus of Michigan State University and the City of East Lansing. The race will start at the Breslin Student Events Center, wind through the main streets of the City of East Lansing, and finish at Spartan Stadium.

Events:

Race events include: 3.1 mile run/walk/roll, Half-mile walk, Kids' Half Mile, Kids' Sprint, and the Virtual 3.1 mile run/walk/roll.

Participant Data:

The Izzo 5K events welcomed over 8,700 on-site participants and 860 virtual participants from 39 states, 4 countries and Armed Forces Europe!



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	•	•	•	•	•	
Sponsor promotional material at packet pickups	•	•	•	•	•	
Event signage at packet pickup	•	•	•	•	•	•
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	•	•	•			
Sponsor Logo on mile markers	•					
Digital signage at Breslin, Munn & Spartan Stadium	•	•	•	•	•	•
Special pre-race presentation at VIP reception	•					
Sponsor mentions on social media	•	•	•			
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: 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/RIDC

Seth Kesler, Michigan State University Associate Athletic Director

Lt. Jon Martin, Michigan State University Police Department

Marcy Gillespie-Kinzer, Race Director

Andy Marsh, Playmakers

Lisa Hildorf, Sponsorship Committee

Sandy Maines, Sponsorship Director

Rob Antcliff, Marketing Committee Chair

Lauren Aitch, The Aitch Foundation

Stella Cash, Sponsorship Committee

Dylan Marinez, Michigan State University Assistant Athletic Director

Sarah Skilling, Spartan Fund Director of Donor Relations & Events

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

Lauren Scott, Michigan State University

Nicollette Pride, WLNS Director of Promotions and Creative Services

Roger Jansen, Partner at Auxo Capital Health

Hillary Myers, Lansing Urgent Care and Skin Boss Executive Director of Operations

Julie Tadgerson, WLNS Account Executive

LaRhonda Burley, Marketing Committee

Rebecca Surian, Sponsorship Committee

Dan Clark, Marketing Committee

