

THE Izzo Legacy

Run / Walk / Roll

Event
Sponsorship
2024



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

It's hard to believe we are planning our 5th year of the Izzo Legacy 5K Run/Walk/Roll event. In 2019, I envisioned an annual charitable event that could unify the Spartan and Mid-Michigan communities.

Since then, with the support of our valued sponsors, donors, and volunteers, we've raised over \$450,000 for our charity partners. And, the Izzo Legacy 5K Run/Walk/Roll has become the largest 5K in Mid-Michigan with almost 5,000 participants!

This year we were the recipient of the **Governor's Service Philanthropist Award** and established **The Izzo Legacy Endowment Fund at the Capital Region Community Foundation**. Your support matters and is making a difference! All proceeds from the event go directly to the Izzo Legacy charity partners and the endowment.

Tom recently signed a lifetime contract with Michigan State University, ensuring that we will be **Spartans forever**. It is our hope to continue to grow the Izzo 5K Run/Walk/Roll and the endowment well into the future. With our commitment and your support, we can be a sustaining resource for this community.

We value your partnership and look forward to working together to achieve our mission. If you'd like to join us in this exciting work, please reach out!

See you at the 2024 race.

- 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 Legacy Board.
- Encourage inclusivity by coordinating with disability related organizations to accommodate participants of all abilities.
- Collaborate with the Running Industry Diversity Coalition (RIDC) to promote and improve inclusion, representation, 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 Mid-Michigan 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 2024, 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 Legacy 5K event has welcomed over 13,300 on-site and virtual participants from 39 states, 4 countries, and members of our Armed Forces!



Sponsorship Levels

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

Pre Race	Hall of Fame \$50,000	Kids' Race \$50,000	Volunteers \$40,000	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	•							
Kids' Race sponsor		•						
Sponsor check presentation with Tom & Lupe Izzo	•	•						
Sponsor logo on volunteer shirts			•					
Sponsor logo on poster	•	•	•	•	•	•		
Sponsor logo on kids' race bib and kids' race shirt		•						
Sponsor logo on race shirt	•	•	•	•	•			
Sponsor logo on race registration webpage	•	•	•	•	•	•	•	•
Sponsor logo on race marketing emails	•	•	•	•	•	•	•	
Sponsor logo on official race communications	•	•	•	•	•	•	•	
Broadcast and digital media exposure	•	•	•	•				
Sponsor mentions on social media	•	•	•	•	•	•	•	
Sponsor logo on race medal ribbon	•							
Event signage at packet pickup	•	•	•	•	•	•	•	•
Customized marketing solutions for sponsor at package pickup. To reserve space, please contact Sandy Maines at sandy.maines@gmail.com	•	•	•	•	•			
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	•	•	•	•	•			
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	75	50	45	25	15	10	5
Pre-race VIP reception invitations	20	20	17	15	10	8	6	4

Additional race registrations available for purchase. Invoices will be mailed out after the race.

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

Organizations can sponsor their team to participate in the Izzo Legacy 5K Run/Walk/Roll! The process is simple, with a customized coupon code, to encourage and support a healthy lifestyle. You can even create a corporate team! Contact Joe Dimambro (joe@playmakersfoundation.org) to set up your corporate team.

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
- Please send all social media promotions to Raquel Izzo McDonald at raquelizzo94@gmail.com

For more information on sponsorship opportunities or to address specific questions, please contact: Sandy Maines at sandy.maines@gmail.com or Lisa Hildorf at hildorf@aol.com

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Get In the Game!

In addition to Sponsorship, there are many options for involvement in the Izzo Legacy 5K event, including:

DONATE!

- The Izzo Legacy has established an endowment fund at the Capital Region Community Foundation to ensure that its charitable giving will continue for years to come. To donate directly to the Izzo Legacy Charitable Endowment Fund go to: <https://ourcommunity.org/funds/the-izzo-legacy-endowment-fund>
- The Izzo family has selected local non-profit organizations that will benefit from the Izzo Legacy event. Donations can be made directly to the charities on the Izzo Race website: www.izzorace.com/Race/Donate/MI/EastLansing/TheIzzo

VOLUNTEER!

You can also contribute by volunteering your time on and before the day of the event. To volunteer your time, please register to volunteer at www.izzorace.com. Questions? Contact volunteer coordinator, Anna Zang at anna@playmakers.com





Event Leadership

Lupe Izzo, Event Committee Chair

Raquel Izzo McDonald, Event Committee Co-Chair

Joe Dimambro, Race Director, Playmakers Fitness Foundation

Seth Kesler, Michigan State University Associate Athletic Director

Lt. Jon Martin, Michigan State University Police Department

Marcy Gillespie-Kinzer, Race Liaison, Community Foundation

Andy Marsh, Playmakers

Dylan Marinez, Michigan State University Assistant Athletic Director

Sarah Skilling, Spartan Fund Director of Donor Relations & Events

Karen Currie, Kids' Race Coordinator

LaRhonda Burley, Executive Senior Associate AD/Marketing, MSU Athletic Dept.

John Benedict, Playmakers/RIDC

Tina Ferland, Charity Director/Finance/Donor Relations

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

Nicollette Pride, WLNS Director of Promotions and Creative Services

Sponsorship Committee

Lisa Hildorf, Co-Sponsorship Director

Sandy Maines, Co-Sponsorship Director

Liz Walterhouse, Market President, Townsquare Media

Stella Cash, Community Leader

Roger Jansen, Partner at Auxo Capital Health

Tab Jackson, On Target Living

Julie Tadjerson, WLNS TV

Rebecca Surian, Michigan State Federal Credit Union

Hillary Meyers, Executive Director of Operations Lansing Urgent Care PLC, Skin Boss Med Spa

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