



SPONSORSHIP GUIDE



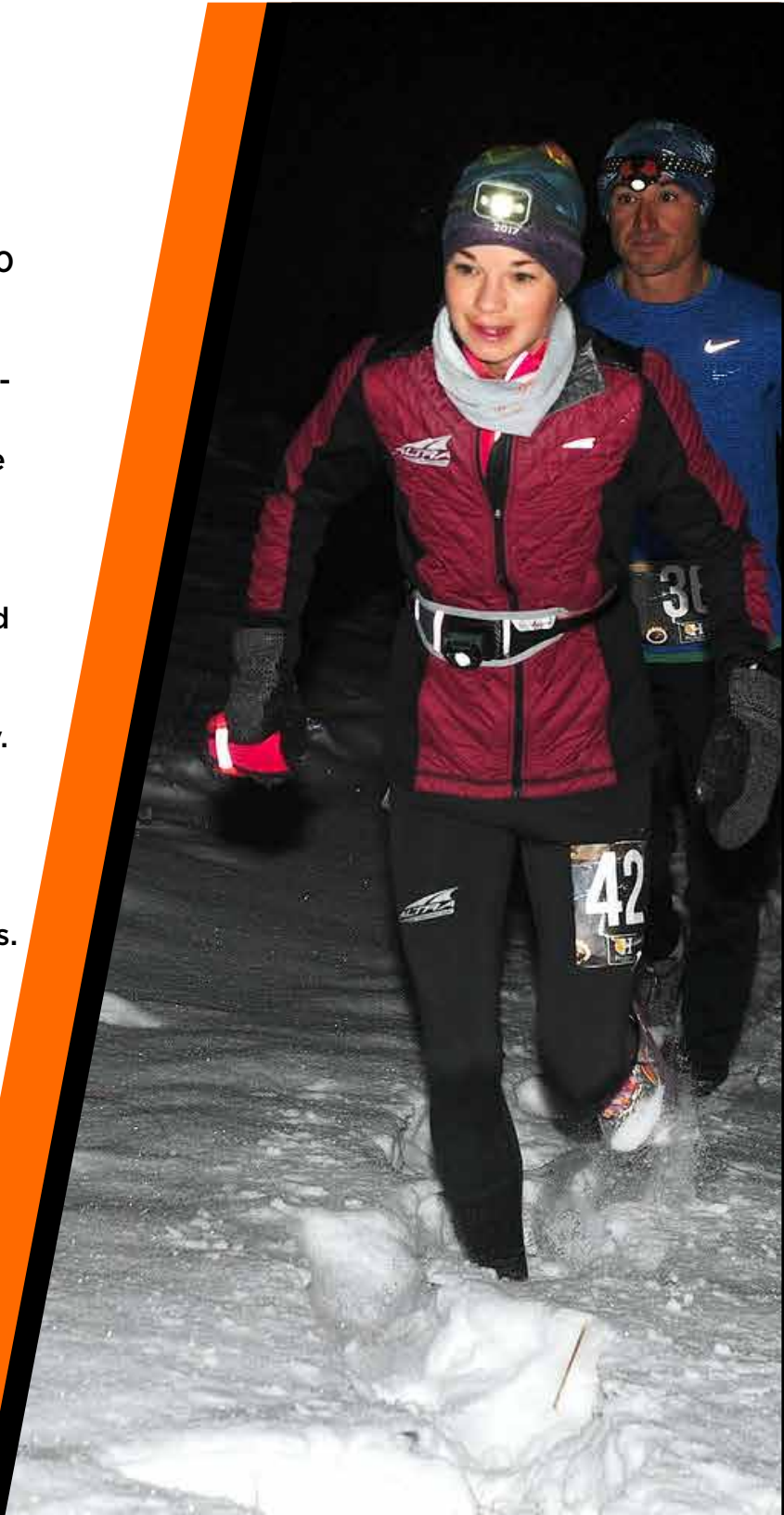
The Greater Omaha Area Trail Runnerz (GOATz) were founded in 2012 with the intent to promote local trails and trail running in the Greater Omaha Area. We provide trail running events that directly contribute to the organizations and places that matter most to our community. Since 2012, we have grown to host eight annual events that support over 2,500 runners a year. We had donated over \$225,000 from our events to local organizations such as Hitchcock Nature Center, Food Bank for the Heartland, Hands, Hearts & Paws, Heartland Equine Therapeutic Riding Academy (HETRA), Joseph's Coat, Washington County Food Pantry, Muddy Paws Second Chance Rescue, Pug Partners of Nebraska, Saint Augustine Episcopal Children's Mission, Schramm State Park, and the Washington County Future Farmers of America.

I encourage you peruse our website and social media. There you will find a small glimpse of what the GOATz community is about - the friendship, family, and support given to our participants to help them achieve their individual goals while using our collective effort to uplift our community. These people, these events, are what set GOATz apart from all other running events in the Greater Omaha Area. There is nothing like it.

We hope to continue to grow our outreach and impact to the Greater Omaha Area and hope you and your organization will consider joining us. Let's see what the future of Community Driven Running can do.

Best, *Amy Cherko*

Amy Cherko
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MISSION

Community Driven Running

VALUES

- Support the people and trail resources of the Greater Omaha Area (all counties bordering Douglas County, plus Cass County)
- All human and financial resources will be reinvested into the Greater Omaha Area.
- Encourage people of all abilities to responsibly enjoy and maintain trails
- Welcome all to enjoy trails. If you want to be a GOAT, you are a GOAT.

The GOATz provide opportunities to connect through trail running events, social media, and the internet for GOATz to share their passion and further our mission. We provide these events and opportunities in lieu of membership fees. The GOATz actively seek opportunities to partner with local businesses, non-profits, and civic entities to support our mission.



BY THE NUMBERS

36 - Average Participant Age	Average annual number of participants: 2,400+	8 Annual Events	1,500+ volunteer hours donated to our events and trail cleanups annually
54 % female	GOATz facebook group: 3,500 members	13+ miles of trail maintained at Lake Cunningham	\$225,000+ donated to local nonprofits since 2012
46 % male	74% of participants based in Nebraska	9% of participants based in Iowa	Over 150 unique annual volunteers

SPONSORSHIP LEVELS

ULTRA

\$5,000

- Recognition on event signage
 - Recognition on social media
 - Logo on GOATz website and each event website
 - Company logo displayed on finish line banner at all 8 events
 - Company logo PROMINENT on shirt for all 8 events
 - 2 Social media mentions per month
 - Option to sponsor an Aid Station at event of choice (up to 3)
 - Host a table at packet pickup for event and event itself
 - Up to 10 complimentary race entries (Hitchcock 100 mile excluded)
- Potential for exclusivity agreement

ENDURANCE

\$2,000

- Recognition on event signage
- Recognition on social media
- Logo on GOATz website and each event website
- Company logo displayed on finish line banner at all 8 events
- Company logo large on shirt for all 8 events
- 1 social media mention per month
- Up to 5 complimentary race entries (Hitchcock 100 mile excluded)

EXTRA MILE

\$250

- Recognition on event signage
- Recognition on social media
- Logo on GOATz website and each event website
- 1 time social media post within 6 weeks of event sponsored
- Company logo on event sponsored shirt
- Minimum of 1 complimentary race entry (to be negotiated with race director)



CONTACT **THE G.O.A.T.Z**

CONTACTS

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