



**DOWNTOWN 2022 YAKIMA MILE**

**SPONSORSHIP PACKAGE**





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Run for fun. Run for health. Run for the record. Run to show your community spirit. Run to support survivors of domestic abuse. The Downtown Yakima Mile is back in 2022!

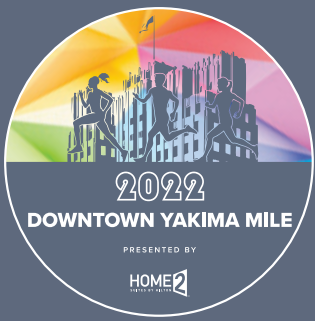
The Downtown Yakima Mile (DYM) is truly a community event, offering 11 heats with opportunities for runners/walkers of all ages and abilities: including the Dog Mile Championship, a Family Mile, and the Sgt. Joe Deccio Military, First Responders & Healthcare Heroes race. The Downtown Yakima Mile is much more than a race. It's about bringing our community together for fun, fitness, and in support of important causes that serve our friends and neighbors right here in the Yakima Valley.

This year, the Downtown Yakima Mile Committee is ready and set for the third annual DYM. The goal remains the same: to provide an exciting community event open to all; highlighting and celebrating the Yakima Valley at the local and national scale. By doing so, we hope that the DYM inspires families who live here to become and stay active.

The Downtown Yakima Mile is proud to support the YWCA Yakima, the beneficiary of the event. The YWCA Yakima is the largest provider of domestic violence services in Yakima County; their motto: "eliminating racism; empowering women." The YWCA provides a 24/7 domestic violence emergency shelter in Yakima and offers affordable housing to homeless families because of domestic violence. In 2020 alone, the YWCA helped more than 13,000 people in the Yakima Valley through crisis support, housing, legal advocacy, and other services offered. We encourage you to learn more about the life-saving services provided by the Yakima YWCA at [www.ywcayakima.org](http://www.ywcayakima.org).

The 2021 Downtown Yakima Mile drew runners of all ages and abilities from across the valley and around the world, as they raced against the clock in hopes of setting a new personal best. The prize purse for the elite runners grew to over \$45,000 in 2021, sparking fierce competition in the final two elite races.

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That day, Nikki Hiltz, of California, championed the women’s elite race and clocked the fastest mile on Washington state soil at 4:21. Sam Prakel, of Washington, won the elite men’s race, crossing the finish line at 3:55. In 2019 at the inaugural DYM, Amos Bartelsmeyer, of Germany, set the current Washington state record for the mile at 3 minutes, 51.79 seconds!

Also in the 2021 elite field was Olympian Matthew Centrowitz who took the gold medal in the 1500-meters in 2016, with a time of 3:50:00. The men’s elite field included Vincent Ciattei, Sam Prakel, Brett Meyer, Garrett Heath, Paul Ryan (Washington State grad), Andrew Rafla, and Tripp Hurt. Collectively, they held 13 of the 20 fastest outdoor mile times run by Americans.

Meanwhile, the women’s Elite field featured University of Washington alum Eleanor Fulton, Olympian and UW alum Amy-Eloise Markovc, Marisa Howard (Pasco native), and a slew of other NCAA champions, U.S. champions, and Olympians. Heather Kamph, who ran in the inaugural DYM, says, “As a connoisseur of road miles, the Yakima Mile is among the very best I have ever experienced.”

At Hogback Development Company, organizers of the Downtown Yakima Mile, we seek to encourage the greater Yakima community to come together and support the YWCA at the Downtown Yakima Mile. We hope you join us on this mission to shed light on the YWCA’s vital services to domestic violence victims and in bringing the 2022 Downtown Yakima Mile to life!

Thank you for considering being a partner of the 2022 Downtown Yakima Mile.

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# 2021 DOWNTOWN YAKIMA MILE METRICS

- **California's Nikki Hiltz clocked the fastest women's mile in WA at 4 Minutes 21.5 seconds.**
- **12 of the men's elite runners broke the 4 minute mile.**
- **We hosted Elite Athletes from all over the world.**
- **Over 250 children ran the Yakima Mile for FREE (Seniors will receive a 50% discount at registration for 2022).**
- **Downtown Yakima Mile donated \$10,000 to the YWCA Yakima in 2021.**
- **The event generated over \$100,000 in local revenue though event vendors, hotel rooms and travel expenses.**

## OUR FAVORITE QUOTES

**"I DON'T KNOW WHY I'M HAVING SO MUCH FUN CHEERING ON STRANGERS!!!"**

*- Spectator*

**"As a connoisseur of road miles, the Yakima Mile is amongst the very best I've ever experienced."**

*- Heather Kampf, Elite Runner*

**"Six runners break four minutes in record - setting debut of Downtown Yakima Mile."**

*- Yakima Herald*

**"My son found his passion for running at the Downtown Yakima Mile."**

*- Parent*

**"What a great event I got to take part in with my son this weekend. He was so proud of himself."**

*- Parent*

**"There should be a fine for speeding."**

*- Spectator*

**"I can't believe there is something like this in the 509 now!"**

*- Tim Cummings, Elite Athlete*

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# DOWNTOWN YAKIMA MILE SPONSORSHIP PACKAGE

## SPONSORSHIP LEVELS

PARTNER OPPORTUNITIES	GOLD \$10,000	SILVER \$5,000	BRONZE \$3,000	METRIC MILE \$1,500
Recognition (company name and logo) on promotional material including flyers, posters, race t-shirts and website.	X	X	X	X
Recognition on race bibs, photos and finishers certificates.	X	X	X	X
Verbal Recognition at event.	X	X	X	X
Logo placement on the website.	X	X	X	X
Exposure through social media campaign.	X	X	X	X
Premium placement on all promotional material and website.	X			
Race heat named for your company.	X	X		
Logo placement in the Finish Line Coral.	X	X	X	
Placement on the banner in pre-race area.	X	X	X	
Exhibit Space in the finish line area (10x10ft tent).	X	X	X	
Complimentary race entries.	25	20	15	10
Invitations to the post-race VIP party with Elite Athletes.	10	6	4	2



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## COMPLETE SPONSORSHIP INFORMATION

**COMPANY/ORGANIZATION NAME:** \_\_\_\_\_

**CONTACT NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_ **PHONE:** \_\_\_\_\_

**WE WISH TO BE LISTED AS:** \_\_\_\_\_

(PLEASE PRINT EXACTLY WHAT YOU WOULD LIKE TO APPEAR ON ALL DOWNTOWN YAKIMA MILE PROMOTIONAL MATERIALS)

## SELECT PARTNERSHIP LEVEL

**GOLD**  
\$10,000

**SILVER**  
\$5,000

**BRONZE**  
\$3,000

**METRIC MILE**  
\$1,500

**OTHER**

## PAYMENT INFORMATION

**CHECK PAYABLE TO YAKIMA MILE ENCLOSED**

**CHARGE MY:**  **VISA**  **MASTERCARD**

**CARD NUMBER:** \_\_\_\_\_

**EXPIRATION:** \_\_\_\_\_ / \_\_\_\_\_ **SECURITY CODE:** \_\_\_\_\_

**PRINT NAME ON CARD:** \_\_\_\_\_

**PLEASE RETURN  
THIS FORM TO:**

**MICHELLE BLANCHARD | EVENT DIRECTOR, YAKIMA MILE**

**2612 W. NOB HILL BLVD., SUITE H, YAKIMA, WA 98902**

**E: MICHELLE@HOGBACKDEVELOP.COM | P: 509.834.2243 x3**