

6th annual

Veterans' Row 2023



A special Race venue to honor runners in all branches of our armed forces, active & retired



THANK YOU FOR YOUR SERVICE! Patriotism has *always* been a core value of Manchester Road Race culture. On Thanksgiving morning, we're collaborating with local veterans groups to organize the 6th annual Veterans' Row tribute at the Vietnam Memorial (at East Center St. and Main St. per above map), including:

- Special pre-Race veterans' reception from 8:15 to 9:45 am with flags, color guard, complimentary refreshments, commemorative pins, pens and caps.
- "Path of Honor" during the Race to recognize and cheer on military runners.

You're invited to participate! For details, visit www.ManchesterRoadRace.com.





Veterans' Row Top-Tier PATRIOT SPONSORSHIP: \$8,500

- Logo/tag in pre-Race advertising, posters and social media.
- Recognition during pre-Race press conference.
- Recognition in key pre-Race news releases.
- Recognition on posters sent to military offices & veterans' groups across Connecticut.
- Recognition in posts on military and veterans' group social media across Connecticut.
- Logo in *Journal Inquirer* ads during Veterans Day week and throughout Race season.
- Staff reception area on Main Street on Race morning.
- Logo on Veterans' Row banners on Race day.
- Logo/hotlink on Race website before, during and after the Race.
- Recognition / participation in pre-Race veterans' reception.
- Recognition prior to the National Anthem just prior to Race start.
- Recognition during live television and radio Race coverage.
- Full-page color ad in Road Race Souvenir Program.



U.S. AIR FORCE



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THE FEW. THE PROUD.



Veterans' Row ARMED FORCES SPONSORSHIPS: \$2,500

Show your passion and support for a specific branch of the U.S. military!

- Logo/tag in pre-Race advertising, posters and social media (smaller than Patriot Sponsorship).
- Recognition during pre-Race press conference.
- Recognition in key pre-Race news releases.
- Display space on Road Race Saturday.
- Logo/domain on Veterans' Row banners on Race day (smaller than Patriot Sponsorship).
- Logo/hotlink on Race website before, during and after the Race.
- Recognition during pre-Race veterans' reception.
- Recognition during live television and radio Race coverage.
- Quarter-page color ad in Road Race Souvenir Program.

Veterans' Row PATH OF HONOR SPONSORSHIPS: \$500

- Logo/tag in pre-Race advertising and posters.
- Recognition in key pre-Race news release.
- Mention in Road Race Souvenir Program.
- Logo on Veterans' Row banner at reception on Race Day.
- Logo/hotlink on Race website before, during and after the Race.



2023



The Manchester Road Race

November 23, 2023

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ManchesterRoadRace.com