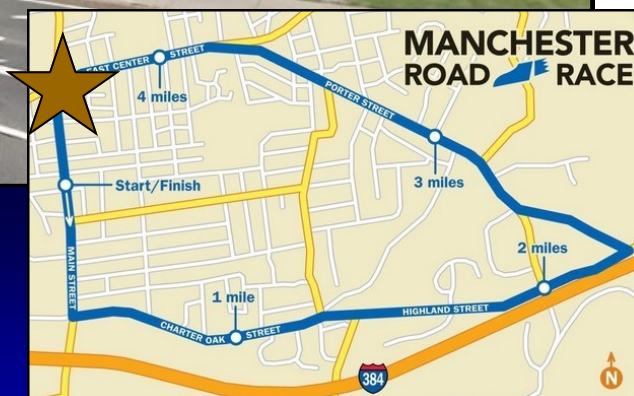




# Veterans' Row 2021



**A special Race venue to honor runners in all branches of our past and present armed forces**



Freedom isn't free! Patriotism has *always* been a core value of Manchester Road Race culture. For the second year in a row, we're organizing Veterans' Row at the Vietnam Memorial (at the corner of East Center Street and Main Street, as runners head for the finish line). Veterans' Row 2021 will include:

- Special pre-Race veterans' reception
- "Path of Honor" to recognize military runners during the Race
- Military equipment demonstration area on public display
- Media coverage before, during and after the Race





## 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.
- Recognition in posts on military and veterans' group social media.
- Periodic recognition in rotating *Journal Inquirer* newspaper ads.
- Staff reception area on Main Street on Race morning.
- Logo/domain 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

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

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



**MARINES**  
THE FEW. THE PROUD.



- 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.



2021



The Manchester Road Race

**November 25, 2021**

**Veterans' Row Sponsorship Contact: Drew Crandall**

**(860) 871-6500 or [MRR@keeptouch.com](mailto:MRR@keeptouch.com)**

**[ManchesterRoadRace.com](http://ManchesterRoadRace.com)**