
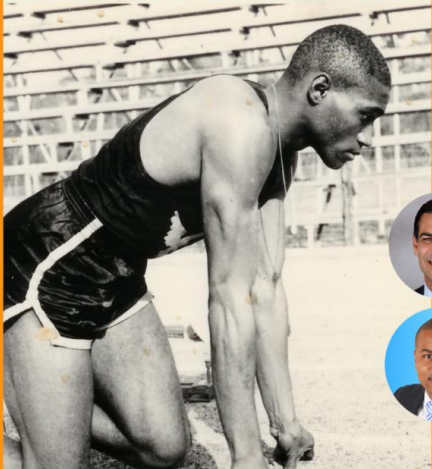




Miami Northwest Express Track Club, A 501(c)(3) Non-Profit Organization

Join Miami Mayor Francis Suarez and Miami City Commission Chairman Keon Hardemon for a
Historical Marker
Unveiling Ceremony
Honoring Jesse L. Holt, Jr.



MARCH 7, 2020
12:00 P.M.
Moore Park
765 NW 36th Street
Miami, FL 33127



Sponsorship Brochure

48th Annual

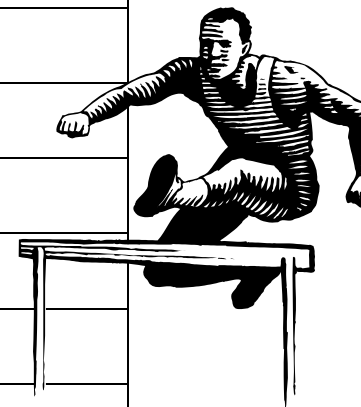
Northwest Track and Field Classic
Souvenir Program Advertising Opportunities

June 8 – 9, 2024

Miami Northwest Express Track Club, A 501(c)(3) Non-Profit Organization

The Miami Northwest Express Track Club will be hosting the 46th Annual Northwest Track and Field Classic on June 8 –9, 2024. This is South Florida's largest annual international Track and Field competition, and we receive local and international television and newspaper coverage. We are providing an opportunity for you to be featured in our Souvenir Program, which is distributed to our attendees at the event. The Program will include your artwork, professionally written articles about the 48-year history of the event, messages from elected officials and delegates, the Meet Schedule of Events, Records, and a listing of participating track clubs, schools, and teams. The Miami Northwest Express Track Club, Inc. is a 501c3 exempt organization as described in Section 501(c)(3) of the Internal Revenue Code, and your support of the Cub may be tax deductible.

Advertising Rates		
Ad Size	Inches	Cost
Full Page	8" x 10"	\$1800
1/2 Page	8" x 5"	\$1200
1/4 Page	4" x 5"	\$ 700
1/8 Page	Business Card	\$ 500
Recognition	Two Lines	\$ 250
Inside Cover	8" X 10"	\$2000
Back Cover	8" X 10"	\$2000
Center Page	8" x 10"	\$2000
Ad design		\$ 150



Advertising space is reserved on a first come, first-served basis. Prices shown, are for camera-ready color, and black and white ads. For an additional \$150 we will design and typeset your ad from the content that you provide.

The deadline to reserve advertising space and submit materials for the 46th Annual Northwest Track and Field Classic is May 10, 2024.

Miami Northwest Express Track Club, A 501(c)(3) Non-Profit Organization

MIAMI NORTHWEST EXPRESS TRACK CLUB

P R E S E N T S

48TH
NORTHWEST
TRACK & FIELD
CLASSIC



JUNE
8-9
2024

TRAZ POWELL STADIUM
1130 NW 27TH AVE MIAMI, FL 33167

INTERNATIONAL COMPETITION
AGE GROUP | OPEN | MASTERS

MEDALS AND TROPHIES WILL BE AWARDED

USA | ANGUILLA | ARUBA | BAHAMAS | BARBADOS | BRITISH VIRGIN ISLANDS
CANADA | CAYMAN ISLANDS | JAMAICA | GUYANA | PUERTO RICO
TURKS AND CAICOS | US VIRGIN ISLANDS | OTHERS



Online Registration | www.meetregister.org
www.mnwexpress.com



Miami Northwest Express Track Club, A 501(c)(3) Non-Profit Organization



***48th Annual Northwest Track and Field Classic
Souvenir Program Advertising Order Form***

Advertiser Name: _____ Phone: _____

E-mail Address: _____

Advertiser Address: _____

Size of Ad Requested: _____

Camera ready artwork enclosed: yes no

Copy and photos enclosed for advertising design (\$150 charge): yes no

Total Due: _____

Recognition ad copy (please print clearly): _____

Make Checks Payable and Mail To:
Miami Northwest Express Track Club, Inc.
1310 NW 90th Street, Miami, FL 33147

We are an exempt organization as described in Section 501(c)(3) of the Internal Revenue Code

Miami Northwest Express Track Club, A 501(c)(3) Non-Profit Organization

Miami Northwest Express Track Club Sponsorship Opportunity

The Miami Northwest Express Track Club will be hosting South Florida's largest annual international track and field competition attracting more than 2,000 athletes and 8,000 spectators from the United States and the Caribbean on June 8 -9, 2024. We are contacting you as a company serving clients, and we wanted to provide you an opportunity to market your products and services to our local and international participants while supporting a meaningful cause. **Our Sponsorship Campaign is ongoing**, and we offer multiple opportunities for you to participate as a sponsor (*See Sponsorship Sections below*).

Your sponsorship will help us:

- Offset our operating expenses for the 2024 season*
- Provide annual support to inner city youth*
- Defray the costs of hosting the 48th Annual Northwest Track and Field Classic*
- Provide financial assistance to send 10 youth athletes to the USATF National Championships in 2024*

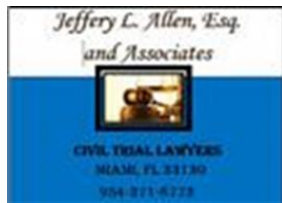
The Miami Northwest Express Track Club has been serving South Florida youth and families since 1976, and we have impacted countless individuals producing successful citizens, athletes, graduates, career professionals, Olympians, World Champions and Diamond League Champions. Please go to www.mnwexpress.com to learn more about the Miami Northwest Express Track Club and the 48th Annual Northwest Track and Field Classic.

Your sponsorship will connect your company's brand to the Miami Northwest Express Track Club through print, social media, and event promotions, and on our website throughout the year. You will also benefit by: **Increasing Your Brand Awareness, Visibility and Loyalty both locally and internationally; aligning your brand with an historic community building effort that facilitates cultural exchanges; distinguishing your brand from your competitors;** and by **growing your customer base** as a partner of a respected organization whose values are complimentary to your own, and to those of your targeted audiences.

We Need Strategic Partners to Help Us Reach All of Our 2024 Goals!

Miami Northwest Express Track Club, A 501(c)(3) Non-Profit Organization

Examples of Strategic Partners 2023



Miami Northwest Express Track Club, A 501(c)(3) Non-Profit Organization

48th Annual Northwest Track and Field Classic Sponsorship Levels

SILVER SPONSOR \$3,500

- Defrays the cost of sending 10 inner city athletes to the USATF Nationals and the Jr. Olympics
- Complimentary exhibit booth space, with priority to purchase additional exhibition space with option to choose location
- Complimentary tickets for up to 4 staff
- Logo recognition on MNWExpress website with link and logo recognition on sponsorship page
- Logo recognition on social media and all offline printing materials including
 - ✓ Event signage
 - ✓ Promotional pieces
 - ✓ On site banners
 - ✓ Press materials
- One half page color advertisement in the Annual Classic Souvenir Program (excluding cover pages)
- Opportunity to include article or letter from the company in the Souvenir Program
- Corporate flyer in team packages

GOLD SPONSOR \$5,000

- Defrays the cost of sending 10 inner city athletes to the USATF Nationals and the Jr. Olympics, contributes to our Operational Budgets for bootcamp training, travel expenses, shoes and equipment expenses pre/post season
- Complimentary exhibit booth space, with priority to purchase additional exhibition space with option to choose location
- Complimentary tickets for up to 6 staff
- Logo recognition on MNWExpress website frontpage with link and logo recognition on sponsorship page
- Logo recognition on social media and all offline printing materials including:
 - ✓ Special Event or MVP Trophies (up to 3 trophies)
 - ✓ Event signage
 - ✓ Promotional pieces
 - ✓ On site banners
 - ✓ Press materials
- One full page color advertisement in the Annual Classic Souvenir Program (excluding cover pages)
- Corporate flyer in every team package
- Multiple mentions during event
- Opportunity to include article or letter from the company in the Souvenir Program

BRONZE SPONSOR \$2,000

- An opportunity to sponsor 3 Presentation Awards
- One complimentary exhibit booth
- Logo recognition on MNWExpress website with link and logo recognition on sponsorship page
- One quarter page color advertisement in the Annual Classic Souvenir Program (excluding cover pages)

Miami Northwest Express Track Club, A 501(c)(3) Non-Profit Organization

PRESENTING SPONSOR \$10K

✓ All sponsors will receive:

- Exclusive sponsorship for two events in the 2023 season: **Annual Jesse Holt Invitational** - March 2, 2024 and the **48th Annual Northwest Track and Field Classic** - June 8 - 9, 2024
- Company representative introduced at each event and invited to make remarks during opening ceremonies
- Opportunity to provide promotional item(s) to be placed at event w/ booth to showcase product/services
- Logo'ed branding on all program materials and MNWExpress website with link to sponsor's website
- Name / Logo on Championship Team Trophies (Top 6 Male / 6 Female Teams)
- Recognition as a Presenting Sponsor on the back cover advertisement in Souvenir Program for the 1st Presenting Sponsor

SUPPORTER SPONSOR \$1000

Benefits include:

- Name to be listed on MNWExpress website as Supporter
- Souvenir Program – business card advertisement

PARTNER \$500

- Name to be listed on MNWExpress website as Supporter



We are a tax exempt organization as described in Section 501(c)(3) of the Internal Revenue Code

**Northwest Track and Field Classic
Sponsorship Selection**

Sponsorship Level (Select)

SPONSORSHIP

Presenting Sponsor	<input type="checkbox"/>	\$10,000
Gold Sponsor	<input type="checkbox"/>	\$ 5,000
Silver Sponsor	<input type="checkbox"/>	\$ 3,500
Bronze Sponsor	<input type="checkbox"/>	\$ 2,000
Supporter Sponsor	<input type="checkbox"/>	\$ 1,000
Timing Company Sponsor	<input type="checkbox"/>	\$ 5,000
Volunteer Lunches Sponsor	<input type="checkbox"/>	\$ 1,500
Equipment and Uniforms Sponsor	<input type="checkbox"/>	\$15,000
Media / Marketing Sponsor	<input type="checkbox"/>	\$ 3,000
USATF National Championships Team Sponsor	<input type="checkbox"/>	\$10,000
Jr. Olympics Team Sponsor	<input type="checkbox"/>	\$10,000
Athlete Travel Sponsorship (up to 10 Athletes)	<input type="checkbox"/>	\$15,000

ADVERTISEMENTS

Outside back cover (Color)	<input type="checkbox"/>	\$ 2,000
Inside front cover (Color)	<input type="checkbox"/>	\$ 2,000
Inside back cover (Color)	<input type="checkbox"/>	\$ 2,000
Full page (Color)	<input type="checkbox"/>	\$ 1,800
Half page (Color)	<input type="checkbox"/>	\$ 1,200



48th Annual Northwest Track and Field Classic Sponsorship Signature Form

Sponsor Name: _____

Contact Name: _____ **Phone:** _____

E-mail Address: _____ **Website:** _____

Address: _____

Total Amount Pledged: \$ _____ **The deadline for all Sponsorship submissions is May 10, 2024**

Signature: _____ **Date:** _____

Make Checks Payable and Mail To:
Miami Northwest Express Track Club, Inc.
1310 NW 90th Street
Miami, FL 33147

*The Miami Northwest Express Track Club, Inc. is a 501c3 organization and your support of the club may be tax deductible.
Please consult with your tax advisor.*

www.mnwexpress.com