

Sangker River Run

30 km for 30 Years of
Phare Ponleu Selpak

20 January
2024



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Phare Ponleu Selpak

Sponsorship Proposal

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01 ABOUT

About the Event

The 30 km Sangker River Run is an event bringing local and international runners and cyclists to celebrate Phare Ponleu Selpak's 30th Anniversary and to fundraise for the school.

Objectives

1. To fundraise for Phare Ponleu Selpak with the goal of \$300,000
2. To provide a platform for international & national runners and cyclists to explore a new route and show their support for the school.
3. To introduce a new activity for the Battambang province which can be developed as an annual event and contribute to Battambang's development as a cultural tourist attraction to positively impact sustainable economic growth
4. To promote the beautiful scenery along the Sangker River, the iconic landmark & lifeline of Battambang

Date

January 20th, 2024

Venue

Banan to Battambang city and Phare Ponleu Selpak Campus

Audience

Expecting 200 runners/cyclists; 1000 supporters in person and online

About the Organizer

Phare Ponleu Selpak is a Cambodian association empowering children, youth and communities through artistic, educational, social support and outreach programs since 1994. Phare organizes and partners with successful city-wide art events and festivals with the mission to engage the communities and promote arts and culture education and development – including Ros' Battambang Fest, S'Art Urban Art Festival and Chumnor Art – attracting thousands of domestic and international visitors.

02a PLANNED ACTIVITIES

Solo Run  Runners complete the entire 30KM

Relay Run  Teams of 3 runners, each runner completing 10 KM

Cycling  Cyclists cycle the entire 30KM

Plan to bring on board Khmer Running Club and Bou Samnang as a symbol of resilience and hope!!

02b Planned Activities

Fundraising for Phare Ponleu Selpak's Future

Runners and cyclists joining will be raising funds – the first fundraiser for 2024. With a target of \$300,000 this will be the first big step towards the annual goal of \$900,000.

Aim is to raise \$10,000 for every kilometer run collectively; 30kms representing every year Phare has been in existence.

Simplygiving platform will be used to collect funds internationally and Phare's ABA account for local donations.



03 Why Sponsor / Partner?

Partnering with Phare Ponleu Selpak for the first ever Sanger River Run means you will:



Boost brand visibility: with a combined following of 300,000 on social media, you will be able to boost brand visibility before, during and after the event through the many online and offline media interventions planned.

Foster positive brand reputation: partnering with Cambodia's unique arts organization; changing the lives of children and youth through the arts will set you apart from your competitors. *International and National runners are expected to participate.*

Support the arts through fitness and health: this run enables you to come together with a fun activity promoting fitness while supporting a special cause.

Be part of an iconic moment in Phare's history, celebrating 30 years while launching us into the next 30 years!!

04 Sponsorship & Partnership Opportunities

The need:

- **Sports T-shirts for runners and volunteers**
- **Water**
- **Re-hydrating drinks**
- **Snacks**
- **Medals**
- **Transport for participants**
- **First aid stations with first aiders / ambulances**
- **Start and Finish line set-up / (tents, stage, hoarding frames, etc.)**
- **J-flags / signage for track**
- **Massage for runners**
- **Ointment for sore muscles**



Budget: \$18,000

05 SPONSORSHIP / PARTNER BENEFITS

Benefits	Silver	Gold	Platinum*
	USD 3,000	USD 5,000	USD 10,000
Thank You Certificate Presented at Closing Event	YES	YES	YES
Logo on General Marketing Material (fliers, posters, website, social media)	YES small size	YES medium size	YES large size
Collaboration on Activation Campaign	NO	NO	YES
Exclusive Video explaining partnership	NO	NO	YES
Logo on J-Flag along Track	NO	YES medium size	YES large size
Logo on Runner Packages	YES small size	YES medium size	YES large size
Logo on Photobooth	YES small size	YES medium size	YES large size
Logo on Event T-shirt	YES small size	YES medium size	YES large size
Logo on Start and Finish Line main banners	NO	NO	YES large size
Logo on Start and Finish Line secondary banners	YES small size	YES medium size	YES large size
Booth and Authorization to Sell Products at Event	NO	YES given 2nd location priority	YES given 1st location priority
Mention by Name in Media Articles	NO	YES	YES
Invited to launch the race	NO	NO	YES
Add merchandise to Runner Packet for promotion	NO	YES	YES

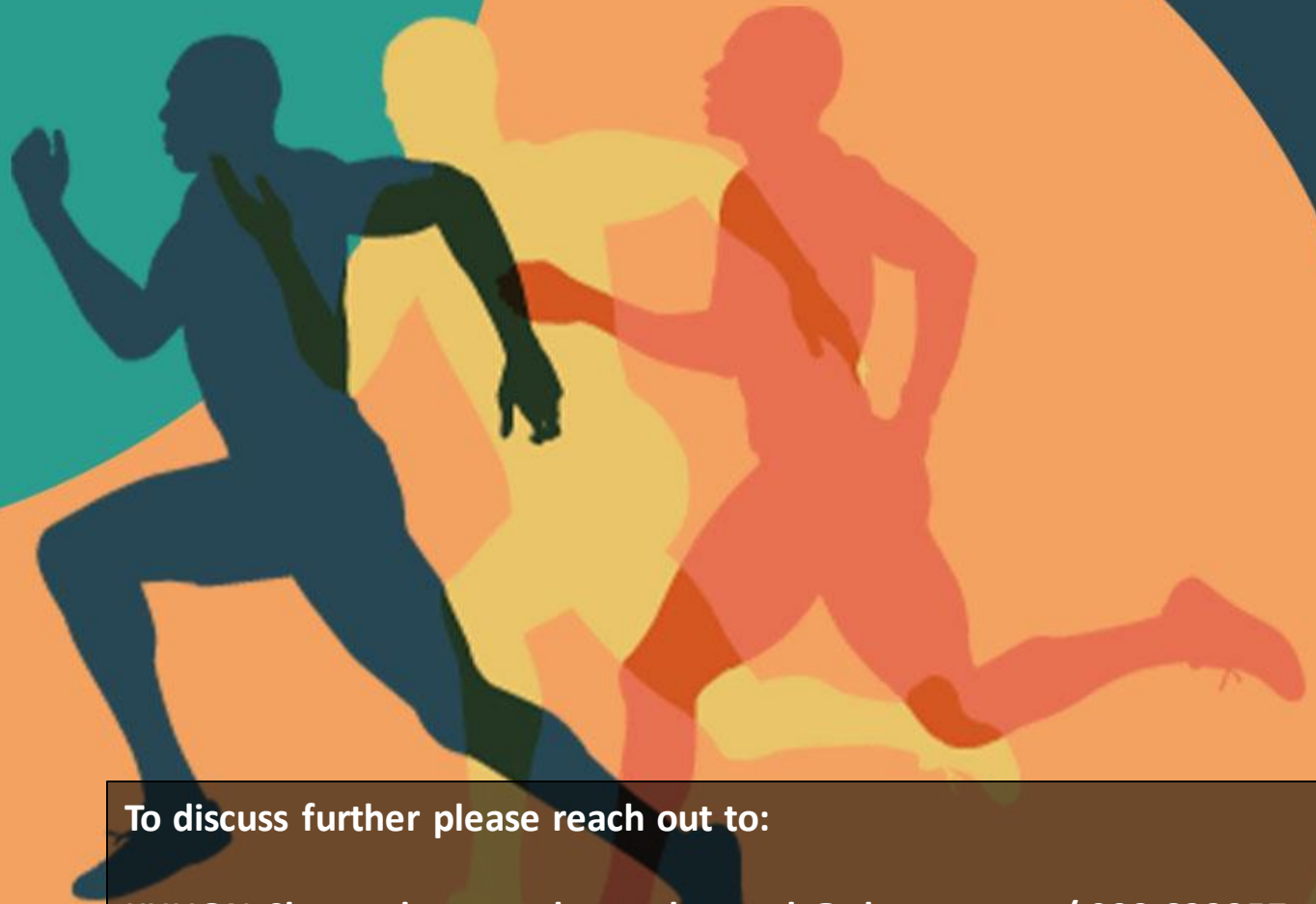
*only extended to one Sponsor

30% of Sponsorship will be put towards the fundraising goal. 70% towards event costs.

Sangker River Run

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THANK YOU!!



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Phare Ponleu Selpak

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