

Bill Roe All-Comers

SEATTLE'S CLASSIC SUMMER TRACK & FIELD SERIES ♦ SINCE 1969

Sponsorship Packages



Event dates

May 29-Aug 14, 2024

Organized by

Club Northwest



What is the Bill Roe All Comers?

The Bill Roe All Comers is a historic community-oriented track meet, dedicated to bringing athletics to EVERYONE in a **fun, exciting, and family-friendly** environment.

We are truly a **“watering hole” for all kinds of athletes** - including youth, HS/college, masters, and even elite Olympians & Paralympians. We aim to deliver a great experience to everyone - from families with young kids, to high school athletes training over the summer, to recreational adult runners, to Olympic hopefuls seeking USATF-certified qualifying marks.

Quotes from attendees

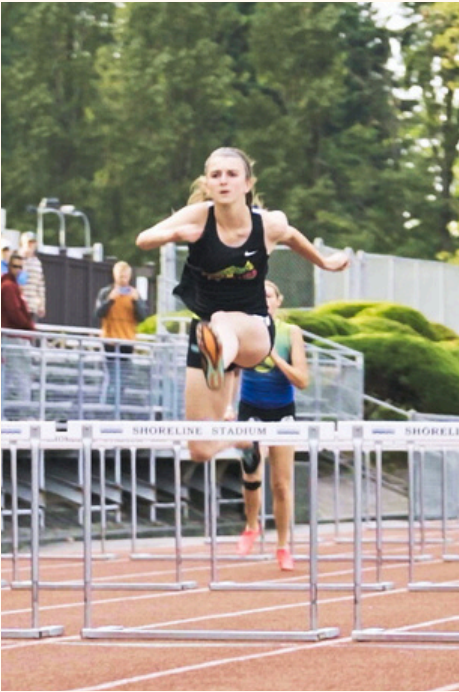
“We’ve been taking our kids since they could walk - **one of the best, low effort ways** to get your kids into track and running.”

“This was my **first ever track meet** as a competitor (I’m 59!) and thought that it was extremely well organized, fun and full of enthusiasm.”

“The 2023 **Finale Night** was **E L E C T R I C**. I’ve never had so much fun at a track meet.”



Events Offered



Hurdles



Jogger's Mile & distance events



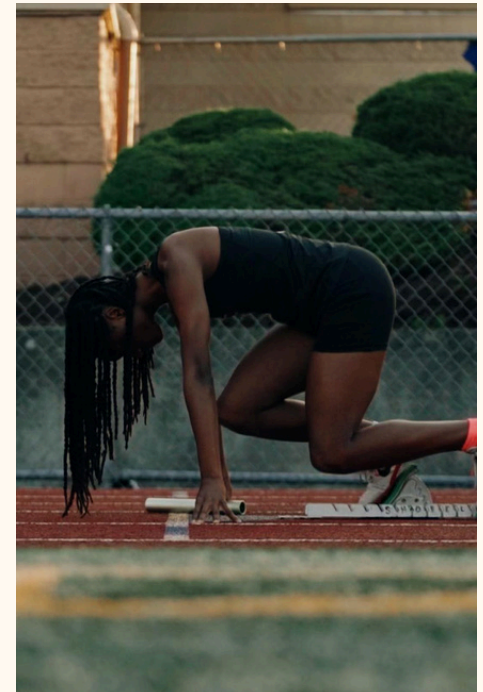
Kids dashes & field events



Jumps & Vaults



Throws



Sprints & relays



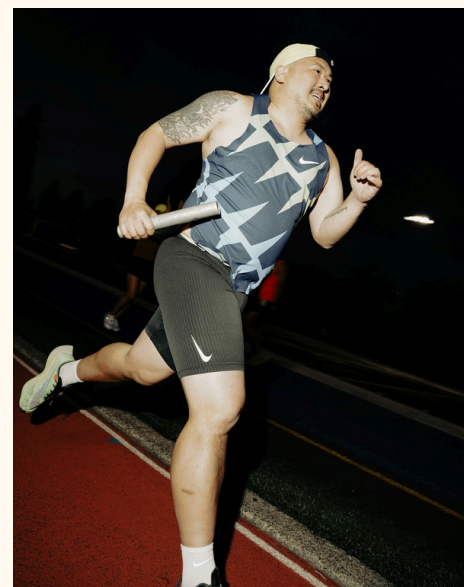
Metrics

4,512 attendees, 9,330 results

in 2023. Largest year ever in our 54-year history!

40,000+ unique visitors

across website and social media



Signups \uparrow 94% since 2019

Thanks to extensive marketing and development

1.1mil social media
impressions, 68k likes

across Instagram, Youtube, and Facebook

20+ professional athletes

sought record attempts, qualifiers, and PRs since 2021,
including **Josh Kerr**, 2-time World Champion &
Olympic Medalist (pictured left)

Sponsorship Packages

	Limit 1	Limit 4	Unlimited
Benefit	Gold \$4000	Silver \$2000	Bronze \$500
Listed as title sponsor on event logo*	X		
One dedicated social media post	X		
Logo on athlete bibs	Center	Side	
Weekly announcer callouts	10+	5+	
1min promotional mic time**	12wks	6wks	
Sponsor table***	12wks	6wks	1wk
Physical banner at event	X	X	X
Logo on website	X	X	X
Logo on all social media content	X	X	X

* On website, social media, physical signage, and print materials.

** Can be delivered by you or by our meet announcer if desired.

***BYO table/tent, or we can put out small flyers/materials, supplied by you, on our table

How to sponsor

Deadline: May 3rd, 2024

Thank you for your support! Please email the following info to tammy@clubnorthwest.org. Custom packages available upon request.

1. Desired sponsorship level:
 - a. **Gold**, Silver, or **Bronze**
2. Desired print/display name
3. Brand logos (PNG/SVG preferred)
4. Company/org name
5. Contact name
6. Contact email
7. Desired mic time/sponsor table weeks, & 60sec blurb

