

# THE PATERNO FAMILY BEAVER STADIUM RUN



FINISH AT THE 50

**Sunday**  
**2024 Blue/White Weekend**

*Presented By*

**SHEETZ**

# LET ME WIN *BUT IF I CANNOT WIN* LET ME BE BRAVE IN THE ATTEMPT

*Special Olympics Athlete Oath*



**Special  
Olympics**  
Pennsylvania



# THE PATERNO FAMILY BEAVER STADIUM RUN



*Presented By*

**SHEETZ**

Going into it's 15th year, The Paterno Family Beaver Stadium Run is a signature event for Special Olympics Pennsylvania. Since it began, the event has raised more than \$3 million and engaged more than 30,000 participants in support of Special Olympics athletes in Pennsylvania. As a partner of the Paterno Family Beaver Stadium Run, not only are you aligning your brand with one of the most powerful social movements in the world, you are also providing opportunities for the lives of our athletes, from across the commonwealth, to be transformed.



Alumni/Student  
Sponsor

\$50,000

1 available

- Official Presenting Sponsor of one of the 2 mile walk course
- Full promotional rights, including license to use SOPA Marks
- Extensive media coverage from television, newspaper, and online partners  
(*Your logo on donated full page ad in the official PSU Alumni Quarterly Magazine Sponsor Recognition in all press releases/media alerts for the event*)
- Logo prominently displayed on front and back of commemorative Beaver Stadium Run T-shirt given to all participants
- Logo on SOPA website ([www.specialolympicspa.org](http://www.specialolympicspa.org)) and on [www.StadiumRun.org](http://www.StadiumRun.org) site year-round
- Logo on promotional materials touting the event
- *One exclusive recognition post via SOPA Social Media Accounts*
- Opportunity for company representative to speak and pose for a check presentation with SOPA President and other dignitaries at pre-race ceremony
- 100 company representatives (including family members) invited to participate in the Beaver Stadium Run/Walk via your sponsorship
- 10 ads/sponsor signs along the route

Gold  
Sponsor

\$25,000

2 available

- Official Presenting Sponsor of one of the following groups: PSU Alumni/Current Student
- Full promotional rights, including license to use SOPA Marks
- Extensive media coverage from television, newspaper, and online partners  
(*Sponsor Recognition in all press releases/media alerts for the event*)
- Logo prominently displayed on back of commemorative Beaver Stadium Run T-shirt given to all participants
- Logo on SOPA website ([www.specialolympicspa.org](http://www.specialolympicspa.org)) and on [www.StadiumRun.org](http://www.StadiumRun.org) site year-round
- Logo on promotional materials touting the event
- *One exclusive recognition post via SOPA Social Media Accounts*
- Opportunity for company representative to speak and pose for a check presentation with SOPA President and other dignitaries at pre-race ceremony
- Your contribution underwrites the full participation of more than 125 athletes for all 3 days of Summer Games at PSU in June
- 50 company representatives (including family members) invited to participate in the Beaver Stadium Run/Walk
- 5 sponsor signs along the route



Silver  
Sponsor

\$10,000

- Extensive publicity during race weekend (banners, product displays, booth, etc.)
- Logo prominently displayed on back of commemorative Beaver Stadium Run T-Shirt given to all event participants
- Logo recognition through the following additional digital media
  - Beaver Stadium Run website [www.StadiumRun.org](http://www.StadiumRun.org)
- 25 company representatives (including family members) invited to participate in the Beaver Stadium Run/Walk

Bronze  
Sponsor

\$5,000

- Logo displayed on back of commemorative Beaver Stadium Run T-Shirt given to all event participants
- Publicity during race weekend (banners, sponsor announcements)
- Logo recognition through the following additional digital media
  - Beaver Stadium Run website [www.StadiumRun.org](http://www.StadiumRun.org)
- 10 company representatives (including family members) invited to participate in the Beaver Stadium Run/Walk

Benefactor  
Sponsor

\$2,500

- Logo displayed on back of commemorative Beaver Stadium Run T-Shirt given to all event participants
- Publicity during race weekend (banner)
- Logo recognition on Beaver Stadium Run website [www.StadiumRun.org](http://www.StadiumRun.org)
- 5 company representatives (including family members) invited to participate in the Beaver Stadium Run/Walk

Event  
Sponsor

\$1,000

- Logo displayed on back of commemorative Beaver Stadium Run T-Shirt given to all event participants
- Publicity during race weekend (banner)
- Logo recognition on Beaver Stadium Run website [www.StadiumRun.org](http://www.StadiumRun.org)
- 2 company representatives (including family members) invited to participate in the Beaver Stadium Run/Walk

# The Fun Doesn't Stop With The Run!

Expand your partnership to support the 2023 Summer Games at Penn State! The event is Special Olympics Pennsylvania's biggest statewide competition!

\$10,000

- Full Promotional Rights, including license to use SOPA marks
- Customized volunteer and engagement experience on-site at Summer Games
- On site promotion includes banners/signage
- Media coverage: Social & Digital; includes SOPA digital newsletter
- Logo on commemorative t-shirt & organization and event websites
- Recognition as event partner during Opening Ceremonies

\$5,000

- On site promotion includes banners/signage
- Media coverage: Social & Digital
- Logo on commemorative t-shirt & organization and event websites
- Logo recognition with other event partners during Opening Ceremonies

\$2,500

- On site promotion includes banners/signage
- Logo on commemorative t-shirt & organization and event websites
- Logo recognition with other event partners during Opening Ceremonies

\$1,000

- Logo on commemorative t-shirt & event website

\$500

- Name or company listed on event sponsor section of commemorative t-shirt

For more information on being a partner  
and aligning your brand with this powerful event,  
please contact Tim Kerrihard at:

[tkerrihard@specialolympicspa.org](mailto:tkerrihard@specialolympicspa.org)  
or call 610-630-9450 ext. 229

[www.StadiumRun.org](http://www.StadiumRun.org)

**Special  
Olympics**  
Pennsylvania



**The Wilds Region**

*Serving Cameron • Centre • Clearfield • Clinton • Elk  
Jefferson • McKean • Potter*

