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2022 Sponsorship Information (July 4th, 2022)



OUR MISSION



The mission of the Firecracker 4 mile and River Vault is to provide area residents and visitors a way to enjoy active, outdoor events amidst the breathtaking natural beautiful of the Mississippi River. These events not only celebrate the birth of our Nation, but also recognize La Crosse as a great area that offers an unique quality of life to the community and area businesses.

Our purpose is to advocate a healthy, active lifestyle while being a responsible member of society by giving back to local charities.

From the youth races, 4 mile, 1 mile, and Pole Vault competitions, we encourage people of all abilities to participate. Nearly 400 participants enter!

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Charitable Giving



In 2021:

\$4000 was donated to the following community Non-Profits:

\$2000 to La Crosse Children's Museum

\$500 to La Crosse Area Autism Foundation

\$1,500 to the River City Running Club

*** First year with new race management***

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Sponsorship Levels



	3,000	2,000	1,000	500
T-Shirts	Logo and Name included on race t-shirts	Name included on t-shirts	X	X
Banners	6 banners (sponsors provided) placed on the start/finish chutes	4 banners (sponsor provided) placed on start and finish line chutes	2 banners (sponsor provided) placed on start and finish line chutes	1 banners (sponsor provided) placed on finish line chutes
Complimentary Entries	5 entries	3 entries	2 entries	1 entry
Online Participant Emails/ Social Media	Logo included on all newsletters and website, plus 4 dedicated social media posts	Logo included on all newsletters and website, plus 2 dedicated social media posts	Logo included on all newsletters and website	Logo included on all newsletters and website



Other Sponsorship Benefits



All Sponsors will also get the following

- Option to host a booth or provide promotional material at packet pick up.
- Your logo displayed as a sponsor on our website.
- Other possible benefits to be discussed as desired.