Sponsor the University of Georgia’s most exciting 5K and help support scholarships for UGA’s most deserving students!
About the UGA Alumni Association
Dawg Trot 5K for Scholarships:

Each spring, hundreds of UGA alumni, students and supporters gather at the University of Georgia for a scenic walk/jog/run across the university’s beautiful campus.

The Dawg Trot 5K for Scholarships raises awareness and funds for need-based scholarships at UGA. Participation as a runner/walker and/or sponsor ensures a brighter future for current students.

An official “Run & See Georgia Grand Prix” race, participants are able to use their Dawg Trot times to qualify for earlier start times at the Peachtree Road Race and other official races across the country.

Each year, awards are presented to participants of all ages:
- Male/Female Overall Winners
- Male/Female Masters Winners
- Top Three Males and Females in the following age groups:
  - 10 and Under
  - 11 to 14
  - 15 to 19
  - 20 to 24
  - 25 to 29
  - 30 to 34
  - 35 to 39
  - 40 to 44
  - 45 to 49
  - 50 to 54
  - 55 to 59
  - 60 to 64
  - 65 to 69
  - 70 to 74
  - 75 and Over

Dawg Trot participants who register in advance will take home the Dawg Trot official race T-shirt and a race packet. Walk-up registrants will receive the T-shirt on a first-come, first-served basis.

Don’t miss this opportunity to experience campus like never before - start the race in Tate Plaza, jog past historic academic buildings and residence halls, and cross the finish line alongside Sanford Stadium.
2015 Dawg Trot Sponsorship Opportunities

Platinum Sponsor - $5,000
- Prominent logo placement on the UGA Alumni Association Dawg Trot Web page
- Prominent logo placement on the official Dawg Trot T-shirt
- Prominent logo placement on all Dawg Trot marketing and signage materials
- Opportunity to place marketing materials in approximately 1,500 race packets
- Opportunity to distribute products and/or promotional items to race participants during the two-day packet pickup at the UGA Alumni Association office
- Verbal recognition from the Dawg Trot Awards Ceremony stage following the race
- Ten complimentary race entries
  $4,250 is tax-deductible

Red and Black Sponsor - $2,500
- Logo included on the UGA Alumni Association Dawg Trot Web page
- Large logo placement on the official Dawg Trot T-shirt
- Opportunity to place marketing materials in approximately 1,500 race packets
- Logo placement on all Dawg Trot marketing and signage materials
- Verbal recognition from the Dawg Trot Awards Ceremony stage following the race
- Five complimentary race entries
  $2,175 is tax-deductible

Start/Finish Line Sponsor - $1,500
- Logo placement on the UGA Alumni Association Dawg Trot Web page
- Medium logo placement on the official Dawg Trot T-shirt
- Opportunity to place marketing materials in ~1,500 race packets
- Logo recognition on all Dawg Trot marketing and signage materials
- Verbal recognition during the Dawg Trot Awards Ceremony as the official “Start/Finish Line Sponsor”
- Logo placement on signage at the start and finish lines
- Two complimentary race entries
  $1,280 is tax-deductible
Continued: 2015 Dawg Trot Sponsorship Opportunities

Water Station Sponsor - $1,000
Logos placement on the UGA Alumni Association Dawg Trot Web page
Name placement on all Dawg Trot marketing and signage materials
Small logo placement on the official Dawg Trot T-shirt
Opportunity to place marketing materials in approximately 1,500 race packets
Verbal recognition during the Dawg Trot Awards Ceremony as the official “Water Station Sponsor”
Logo placement on signage at water station during the race
$850 is tax-deductible

Mile Marker Sponsor - $500
Logos placement on the UGA Alumni Association Dawg Trot Web page
Name placement on the Dawg Trot official T-shirt
Opportunity to place marketing materials in approximately 1,500 race packets
Verbal recognition during the Dawg Trot Awards Ceremony as the official “Mile Marker Sponsor”
Logo placement on mile marker signs along the Dawg Trot race route
$350 is tax-deductible
Sponsorship Response Form

____________________ (company or individual name as it should appear in recognition) agrees to sponsor the 2015 Dawg Trot 5K for Scholarships.

Please select your level of sponsorship:

- Platinum $5,000
- Red and Black $2,500
- Start/Finish Line $1,500
- Water Station $1,000
- Mile Marker $500

Please list a contact for your company:

Name:______________________________________________________________
Title:_______________________________________________________________
Address:___________________________________________________________
City:__________________________  State:_________   ZIP:_________________
Phone:______________________________________
Email:___________________________   Fax:_____________________

☐ Check (address below)

☐ Credit Card:  _____________________________________________________

  Expiration:__________________________________________

  Name on card:__________________________________________

Please mail, email or fax to:
Margaret Sullivan (BSFCS ’11, MA ’12)
UGA Alumni Association
Wray-Nicholson House
298 S. Hull Street
Athens, GA  30602
gms89@uga.edu
P: 404-814-8818
F: 404-814-8819