



Hosted By



FEAR MKE - WHO WE ARE & MISSION

FEAR MKE or F.E.A.R. (Forget Everything And Run) is celebrating 10-years of bringing together individuals who have a passion for health, fitness, socializing and *running!*

Established in May 2015, F.E.A.R. is a run crew that focuses on diversity, prioritizes runner safety, and bridges the fitness gap in Milwaukee by introducing running as a method of being active, while building relationships. Our crew is not just geared toward the “traditional” runner, but all levels of running – experienced, new and those still on the couch. Our crew members and future crew members will be exposed to unique opportunities and are represented throughout Milwaukee and beyond.

BRIDGE THE GAP (What is it?)

Bridge The Gap is a movement that brings all of the global urban running crews together under one roof. Formed by founding fathers Mike Saes (NYC Bridgerunners) and Charlie Dark (Run Dem Crew), Bridge The Gap connects the dots between running culture, lifestyle, music, art and creativity hosting running events around the globe.

BTG – Wednesday, June 5, 2024 - Saturday, June 8, 2024

Join FEAR MKE (Forget Everything and Run) as we host the first-ever Bridge the Gap in the midwest! This annually hosted event will consist of four days of health, wellness, social and community engagement activities and garner a national and international audience of runners. We have a unique opportunity to showcase Milwaukee’s most popular outdoor spaces, small businesses, cultural assets, and more!

How You Can Invest

FEAR MKE & SOCIAL X MKE has developed the following opportunities to partner with us on this exciting runner and health and wellness-focused event. We ask that you consider making an investment to continue impacting the lives of our current and future leaders.

26.2 Long-Haul (Presenting Sponsor) - \$25,000

- Sponsor will have the opportunity to speak with runners prior to FEAR MKE Day, Run the Yard and (1) social event of choice.
- Opportunity to provide swag bag items and other marketing materials.
- Company will have a vendor table at the BTG events.
- Company will have a vendor table at registration/packet pick-up.
- Company will have a vendor table at the post-run cool down event.
- Company logo placement on BTG t-shirts, BTG flyers, BTG mile markers and all other event signage.
- Company logo prominently placed in BTG recap video.



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13.1 Half Marathon (Supporting Sponsor) - \$15,000

- Sponsor will have the opportunity to speak with runners prior to FEAR MKE Day and Run the Yard.
- Opportunity to provide swag bag items and other marketing materials.
- Company will have a vendor table at the BTG events.
- Company will have a vendor table at registration/packet pick-up.
- Company will have a vendor table at the post-run cool down event.
- Company logo placement on BTG flyers and all other event signage.
- Company logo prominently placed in BTG recap video.

The 10K (Silver Sponsor) - \$10,000

- Sponsor acknowledgement prior to the event.
- Opportunity to provide swag bag items and other marketing materials.
- Company will have a vendor table at the post-run cool down event.
- Company logo placement on BTG flyers and all other event signage.
- Company logo prominently placed in BTG recap video.

Shakeout Run (Bronze Sponsor) - \$5,000

- Sponsor acknowledgement prior to the event.
- Opportunity to provide swag bag items and other marketing materials.
- Company logo placement on BTG flyer.
- Company logo prominently placed in BTG recap video.

Single Event Sponsor - \$3,500

- Sponsor acknowledgement prior to the event.
- Opportunity to provide marketing materials.
- Company logo placement on event specific marketing and all event specific signage.
- Company logo placed in BTG recap video.

Swag Bag or Race Day Item Sponsor

- Company provides swag bag items (TBD participants).
- Company provides food, beverage or other race day items (TBD participants).
- Acknowledgment of company name prior to start of the run.
- Company logo placement on all other event signage.
- Company logo placed in BTG recap video.

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