

## CORPORATE SPONSORSHIP - *Investment & Benefits*

| Benefits to Your Company   | Title Sponsor   | Presenting Sponsor | Race Title Sponsor<br><small>(5K, Youth 5K or Kids' Runs)</small> | Co-Sponsor     | Contributing Sponsor |
|--|-----------------|--------------------|---|----------------|----------------------|
| <b>Company Visibility</b>  | <b>\$25,000</b> | <b>\$15,000</b>    | <b>\$10,000</b>   | <b>\$5,000</b> | <b>\$3,000</b>       |
| Company Name/Logo as (Title Sponsor) of Event on all Advertisements                                | X               |                    |   |                |                      |
| Company Name/Logo as (Presenting Sponsor) to Event on all Advertisements                           |                 | X                  |   |                |                      |
| Company Name/Logo as "Title" of 5K, Elite Mile, Youth 5K, or Kids' Run Event on all Advertisements |                 |                    | X   |                |                      |
| <b>Name &amp; Logo on:</b>   |                 |                    |   |                |                      |
| Front of Youth Event T-shirts  | X               |                    |   |                |                      |
| Back of Youth Event T-shirts   | X               | X                  | X   | X              |                      |
| Web Banner Advertising (provided by sponsor)   | X               | X                  | X   |                |                      |
| Web Site Exposure (pre-approved)   | Logo & Link     | Logo & Link        | Logo & Link   | Logo & Link    | Logo                 |
| Limited License of Event Logo (pre-approved)   | X               | X                  | X   | X              | X                    |
| Mention in Press Releases  | X               | X                  | X   | X              | X                    |
| Human Interest PR Campaign   | X               | X                  | X   |                |                      |
| Print Advertising  | Logo            | Logo               | Logo  | Logo           | Name                 |
| Race Posters   | Logo            | Logo               | Logo  | Logo           | Name                 |
| Prominent Placement in Periodic E-mail Blasts  | X               | X                  |   |                |                      |
| Placement in Periodic E-mail Blasts  |                 |                    | X   | X              |                      |
| <b>Race Day Recognition</b>  |                 |                    |   |                |                      |
| Logo on Bib Numbers  | X               | X                  |   |                |                      |
| Logo on race bibs for the race sponsored   |                 |                    | X   |                |                      |
| Company Official Assist with Start of Race   | X               | X                  | X   |                |                      |
| Company Logo on Start Banners  | X               | X                  | X   | X              |                      |
| Company Supplied Banner on Stage   | X               | X                  | X   | X              |                      |
| Logo on Mile Markers   | X               |                    |   |                |                      |

|  |    |   |   |   |   |
|--|----|---|---|---|---|
| PA Announcements   | X  | X | X | X |   |
| Company Supplied Banner at Start/Finish  | X  | X | X | X | X |
| Complimentary 10' x 20' Booth at Family Expo                                   | X  | X |   |   |   |
| Complimentary 10' x 10' Booth at Family Expo                                   |    |   | X | X |   |
| Company Supplied Banners at Expo   | X  | X | X | X | X |
| <b>Company Participation</b>   |    |   |   |   |   |
| Complimentary Race-day Hospitality for Sponsors<br>VIP, City, & Race Officials | 10 | 8 | 6 | 4 | 2 |
| Complimentary Race Entries for Company<br>Employees or Key Clients             | 10 | 8 | 6 | 4 | 2 |

