

Donut Dash Corporate Sponsorship Offerings:

As a sponsor for Donut Dash 2015, your company will receive the following opportunities:

(Naming Rights)

We pair all advertised mentions of Donut Dash with a mention of your company. This covers the full spectrum of activities including but not limited to official newsletters, brochures, emails, and signage. For example, the event might be called the [insert company name] Donut Dash.

(Promotional Video Ad)

We invite you to create a five second clip for us to add to the end of a promotional video which will be released on social media in anticipation of the event.

(CMU “Fence” Ad)

We paint the Fence with an advertisement of your choosing.

The Fence, located on Carnegie Mellon’s main quad, is a concrete fence that students have been painting and repainting for generations to advertise for events and organizations.

Amusing Planet has a great article explaining more about the Fence:

<http://www.amusingplanet.com/2014/09/the-fence-of-carnegie-mellon-university.html>

(Company Water/Donut Station)

We invite you to sponsor a water or donut station to be located at the ½ mile (and 1.5 mile) mark and the 1 mile mark respectively. as indicated on the attached map.

(Race Bag Swag)

We invite you to contribute any company gear or content into the race bags for each of the nearly 1000 participants.

(Email Blasts)

We feature your company’s logo at the bottom of all emails.

(Free Race Registrations)

We waive the race registration fee for the first ¹50 of your employees interested in participating in Donut Dash.

(T-Shirt Logo)

We prominently display the logo and name of your company on our race shirts given to all participants.

(Website Thank You)

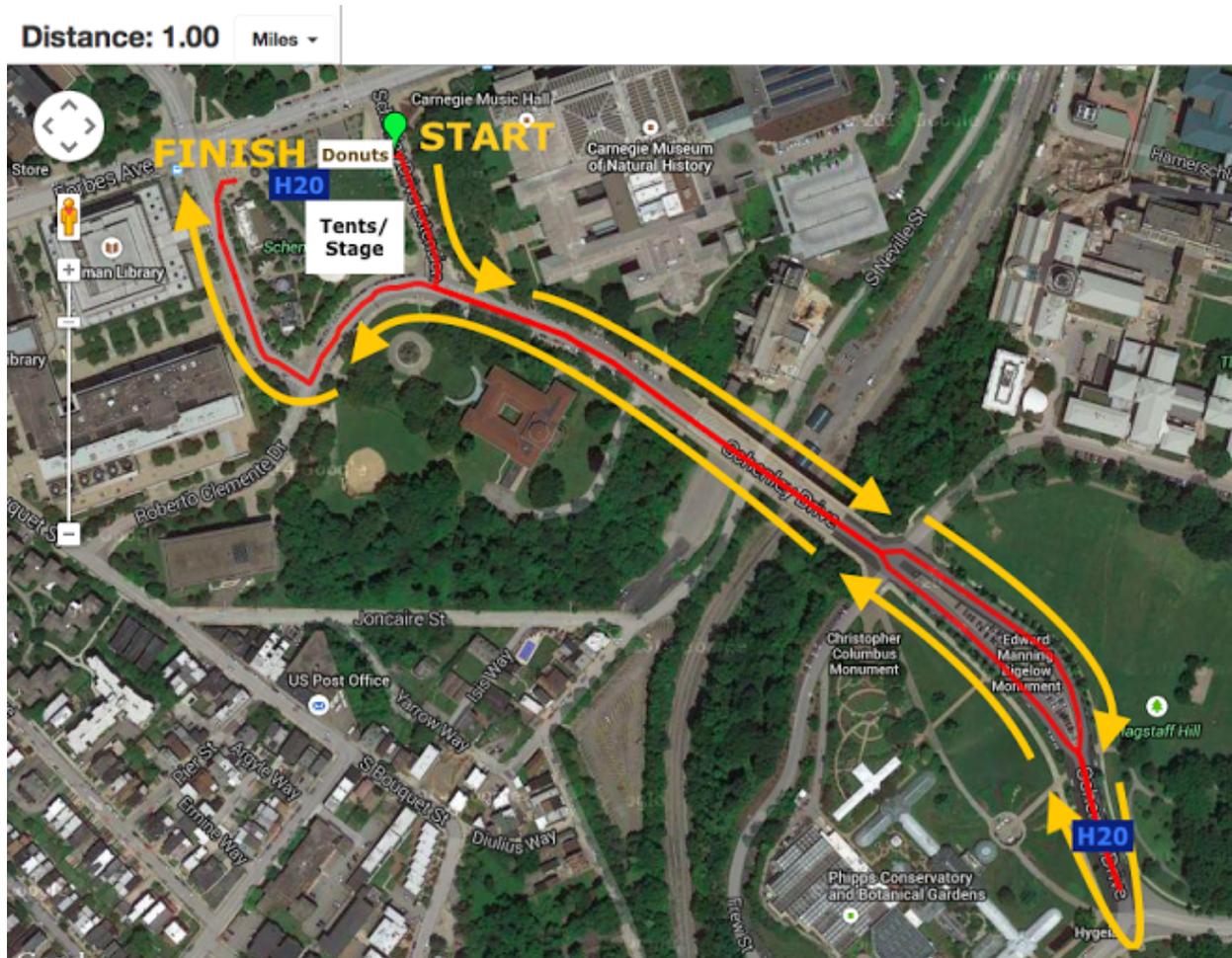
We mention the name of your company in a thank you on the homepage of our website.

¹ Number of registrations waived is negotiable.

(Race Day Booth)

We invite you to set up a tent in one of the many locations designated around the event space in Schenley Plaza to advertise, distribute company gear, or support the event however you may choose. Booth location can be selected upon sponsorship receipt.

Race Route



Donut Dash 2015 will begin on the corner of Forbes Avenue and Schenley Drive Extension and head south on Schenley Drive Extension, merging onto Schenley Drive, towards Phipps Conservatory. The route will turn around at the intersection of Schenley Drive and Panther Hollow Road. The route will continue back across the bridge and curve around Schenley Plaza at Bigelow Boulevard. The first mile ends at Forbes Avenue and runners head across the plaza collecting water and donuts, consuming them before they begin the second leg of the race.