

The following are **general** descriptions only. Each category can be tailored to provide your company's service or product the best exposure. For additional information on sponsorship or to send sponsorship proposals, contact kathy@kathylopererevents.com.

LEVEL 1

TITLE

Negotiable

As TITLE SPONSOR, your company's name becomes part of the event name (i.e., VONS SUPER RUN). Your company's name/logo will be prominently displayed on all print material, t-shirts, bib numbers and banners.

PRESENTING

\$10,000

As PRESENTING SPONSOR, your company officially presents the event (i.e., VONS PRESENTS THE 5TH ANNUAL FUN RUN). Your company's name/logo will be prominently displayed on all print material, t-shirts and banners.

LEVEL 2

MAJOR

\$5,000

As a MAJOR SPONSOR, your company's name/logo will be placed on all print materials and t-shirts. This category is open to five sponsors and your company is guaranteed right of exclusivity.

T-SHIRT

Varies

The OFFICIAL T-SHIRT SPONSOR assumes the cost of t-shirts for the expected number of runners and volunteers. Your company's name/logo would be placed on t-shirts and all print material.

LEVEL 3

MEDAL

\$3,500

As the OFFICIAL MEDAL SPONSOR, your company's name will be prominently displayed on each medal. These medals are given to each finisher as they cross the finish line.

CONTRIBUTING

\$2,500

As CONTRIBUTING SPONSOR, your company's name/logo will be placed on all print materials and volunteer t-shirts.

AWARD

\$2,500

This unique category provides additional exposure in that a representative from your company may announce the winners and distribute awards at the award ceremony. Your company banner may also be displayed on the award stage.

LEVEL 4

EQUIPMENT

\$1,500

Your company's name is placed on equipment throughout the course as well as on 40,000 entry forms.

TRANSPORTATION

\$1,500

Your company provides an official pace car to lead the runners along the course and/or provides vehicles to transport volunteers to and from their posts.

MILE MARKERS

\$1,500

Your company's name/logo is prominently display on all mile markers signs along the course on an 11 x 17 sign.

LEVEL 5
COMMUNITY
BOOTH
\$350

A COMMUNITY BOOTH allows your company to display and/or distribute your product at the event. Volunteers may be provided to tend your booth.

PACKET
INSERTS
\$125

Inserts of coupons, fliers or other information may be placed in "the goodie bag" which is given to each registered participant.

MILE
MARKERS
\$100

Subject to availability. Your company's name will be prominently displayed on a MILE MARKER sign along the course on an 11 x 17 sign.

WATER
STATION
\$100

Your company's name will be prominently displayed on a WATER STATION sign along the course on an 11 x 17 sign.

AGE
DIVISION
\$100

There are several AGE DIVISIONS for both male and female with acknowledgment three deep in each division. A representative from your company personally presents awards to winners in a particular AGE DIVISION.

LEVEL 6

PRODUCT

Your company would provide samples for the expected number of participants. If your company cannot provide an employee to distribute samples, volunteers can be provided for you.

HOTEL

Your hotel agrees to provide several complimentary rooms for elite runners. Your hotel would be recommended to each individual requesting a hotel room.

Sponsorship ideas - Your company name displayed as follows:

- Participant T-shirts - worn year round
- Volunteer T-shirts - worn year round
- Ad Copy - Circulation 559,000 (approximately \$8,000 value)
- Application Forms - Circulation 40,000
- Press releases - sent to 50 different media sources
- Posters - displayed throughout Southern California
- Information Sheet - mailed to each participant
- Race Results - mailed to each participant
- Medals - presented to each finisher at finish line
- Broadcast - before, during and after event

- Banner - displayed at event site and along course
- Banner - displayed on Award Ceremony Stage
- Booth - at event site to provide product or services
- Coupons/Brochures - for participant Goodie Bags
- Mile Marker signs - along course (II X 17)
- Aid Station signs - along course (I I X 17)
- Company representative - to present awards
- Recognition - for donation of product and/or services
- Guaranteed exclusivity for your product or service
- The right of first refusal