

# Sponsorship Levels



February 2,  
**2014**

City Center  
Newport News,  
Virginia

## Facts At A Glance

What do you get when you combine Flat-Out Events with the BIGGEST football game of the year?

**The 2014 GameDay 10K/5K!**

- Year-long Marketing Campaign
- Targeted marketing 3 months prior to event
- Flat-Out Events races:
  - Average age: 36
  - Male: 39%, Female: 61%

## 10K Sponsor

**\$10,000**  
**(\$5000 first-year only)**

Event will be titled the **GAMEDAY 10K** presented by \_\_\_\_\_

### Media Benefits

- **Brand Recognition:** Company name included on all marketing materials and with every mention of the event.
- **Advertising Campaign:** Company name, logo, and link included on advertising campaign (Print, Web, Social Media).

### Promotional Materials

- **Website:** Company name, logo, and link included on home page of website as well as Sponsor Page.
- **Newsletter/Email Blasts:** Opportunity to include a promotion/article in the newsletters sent out prior to events (1/month for 3 months prior to event, 3 Registered Runner emails).
- \* **Email database:** Over 7,000 runners.
- Logo included on race registration forms and posters.

### On-Site Benefits

- **Event Field:** Race day opportunity to build relationships with participants and their families—company tent
- **Runner Shirts:** Logo will be on the back of all runner shirts and the front of the 10K shirts.
- **Runner Bibs:** Logo included on 10K customized runner bibs.
- **Race Day Signage:** Logo included on all Race Day signage.
- **Additional Signage:** Sponsor may provide additional signage for on-course branding.
- **Virtual Race Bag:** Opportunity to provide a digital ad to our Virtual Race Bag. Participants can print coupons and click through to your website. Analytics provided after event.

### Company Participation

- **Race Entries:** 10 complimentary registrations (10K, 5K, or Fun Run)

## 5K Sponsor

**\$10,000**  
**(\$5000 first-year only)**

Event will be titled the **GAMEDAY 5K** presented by \_\_\_\_\_

### Media Benefits

- **Brand Recognition:** Company name included on all marketing materials.
- **Advertising Campaign:** Company name, logo, and link included on advertising campaign (Print, Web, Social Media).

### Promotional Materials

- **Website:** Company name, logo, and link included on home page of website as well as Sponsor Page.
- **Newsletter/Email Blasts:** Opportunity to include a promotion/article in the newsletters sent out prior to events (1/month for 3 months prior to event, 3 Registered Runner emails).
- \* **Email database:** Over 7,000 runners.
- Logo included on race registration forms and posters.

### On-Site Benefits

- **Event Field:** Race day opportunity to build relationships with participants and their families—company tent
- **Runner Shirts:** Logo will be on the back of all runner shirts and the front of the 5K shirts.
- **Runner Bibs:** Logo included on 5K customized runner bibs.
- **Race Day Signage:** Logo included on all Race Day signage.
- **Additional Signage:** Sponsor may provide additional signage for on-course branding.
- **Virtual Race Bag:** Opportunity to provide a digital ad to our Virtual Race Bag. Participants can print coupons and click through to your website. Analytics provided after event.

### Company Participation

- **Race Entries:** 10 complimentary registrations (10K, 5K, or Fun Run)



## Corporate Sponsor

**\$8,000**

### *Media Benefits*

- **Advertising Campaign:** Company name, logo, and link included on advertising campaign (Print, Web, Social Media).
- **Customized Marketing Opportunities:** Social networking, email, and online opportunities for marketing through event sponsorship.

### *Promotional Materials*

- **Website:** Company name, logo, and link included on Sponsor Page.
- **Newsletter/Email Blasts:** Company logo included in the newsletters sent out prior to events (1/month for 3 months prior to event, 3 Registered Runner emails). \* **Email database:** Over 7,000 runners.
- **Logo** included on race registration forms and posters.

### *On-Site Benefits*

- **Packet Pickup:** Booth at two packet pickup locations (Virginia Beach & Williamsburg)
- **Event Field: Category exclusive with** race day presence to build relationships with participants and their families.
- **Race Day Signage:** Logo included on Race Day signage thanking Sponsors.
- **Runner Bibs:** Logo included on customized runner bibs.
- **Runner Shirts:** Logo will be on the back of all runner shirts.
- **Virtual Race Bag:** Opportunity to provide a digital ad to our Virtual Race Bag. Participants can print coupons and click through to your website. Analytics provided after event.

### *Company Participation*

- **Race Entries:** 8 complimentary registrations (10K, 5K, or Fun Run)

## Race Day Sponsor

**\$500**

### *Promotional Materials*

- **Website:** Company name, logo, and link included on Sponsor Page.
- **Newsletter/Email Blasts:** Company logo included in the newsletters sent out prior to events (1/month for 3 months prior to event, 3 Registered Runner emails).
- \* **Email database:** Over 7,000 runners.

### *On-Site Benefits*

- **Event Field:** Race day opportunity to build relationships with participants and their families—company tent
- **Race Day Signage:** Logo included on Race Day Sponsor signage (Submitted prior to 1/15/2014 for printing).
- **Runner Shirts:** Logo will be on the back of all runner shirts (Submitted prior to 1/15/2014 for printing).
- **Virtual Race Bag:** Opportunity to provide a digital ad to our Virtual Race Bag. Participants can print coupons and click through to your website. Analytics provided after event.

### *Company Participation*

- **Race Entries:** 2 complimentary registrations (10K, 5K, or Fun Run)



## Fun Run Presenting Sponsor

**\$2,500**

### *Media Benefits*

- **Advertising Campaign:** Company name, logo, and link included on advertising campaign (Print, Web, Social Media).
- Company name included with each mention of the Fun Run.

### *Promotional Materials*

- **Website:** Company name, logo, and link included on Sponsor Page.
- **Newsletter/Email Blasts:** Company logo included in the newsletters sent out prior to events (1/month for 3 months prior to event, 3 Registered Runner emails). \* **Email database:** Over 7,000 runners.
- **Logo** included on race registration forms.

### *On-Site Benefits*

- **Event Field:** Race day opportunity to build relationships with participants and their families—company tent
- **Fun Run Lanyards:** Logo included on custom Fun Run lanyards given to each participant in the Fun Run.
- **Runner Bibs:** Logo included on customized runner bibs.
- **Runner Shirts:** Logo will be on the back of all runner shirts.
- **Virtual Race Bag:** Opportunity to provide a digital ad to our Virtual Race Bag. Participants can print coupons and click through to your website. Analytics provided after event.

### *Company Participation*

- **Race Entries:** 5 complimentary registrations (8K or Fun Run).

