

Be a Part of the Dream



SPONSORSHIP OPPORTUNITIES

May 31 - June 1, 2014



Run for the Dream



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Who We Are

AN ACHIEVABLE DREAM



May 31 - June 1, 2014
Half Marathon * 8K Run/Walk * Kids Fun Run



An Achievable Dream is a non-profit organization that operates two nationally recognized K-12 schools in partnership with a public school system. Dedicated to the belief that all children can learn and succeed regardless of their socioeconomic backgrounds, and that education can break the cycle of poverty, AAD offers a quality education in a nurturing environment, the opportunity to develop meaningful relationships with caring adults, and the chance to take part in engaging enrichment activities during both the academic day and hours spent outside of school.

An Achievable Dream Academy and Middle and High School go beyond academics to provide students with a comprehensive SAME (Social, Academic, Moral Education) education, serving to develop productive citizens upon graduation. The schools encourage the involvement of local businesses, government agencies and the military to provide mentors, financial support and extra assistance for the students.

Visit www.achievabledream.org to learn more about An Achievable Dream.

Visit www.runforachievabledream.com for more information on the benefit race event.

EVENTS

- Half-Marathon

- 8K

- Fit to Run, Fit to Dream Kids Fun Run

- Patriot's Challenge 8K + Half Marathon

Who We Are

FLAT-OUT EVENTS



May 31 - June 1, 2014
Half Marathon * 8K Run/Walk * Kids Fun Run



Flat-Out Events wants to change lives. Yes we are an event management company specializing in running events, but our passion is to influence people. Being a part of the running and walking community has impacted our lives tremendously and it gives us great joy to pass that influence along through our events.

We are driven to grow the sport of running and walking in our market. We do this by striving to produce organized, extremely fun events that bring sponsors and participants together. Races are environments that provide for unique interactions. Strangers cheer for strangers who are striving for significant goals. Many of our participants are new to running and are on a challenging journey towards life-change. We want to partner with them on this journey and hope that you might as well.

Additionally, every race we manage has a charity component. We look for ways to raise money for charity and to also increase awareness and connect participants to its cause. Examples of this include collecting toys at the Christmas Town Dash for Toys for Tots and encouraging food donations for The Food Bank at the Chick-fil-A 5k/10K. We love how these events bless so many people and we ask that you consider joining us in this special opportunity.

Visit www.flatoutevents.com to learn more about Flat-Out Events.

Visit www.runforachievabledream.com for more information on the benefit race event.

EVENTS

- Chick-fil-A 5K/10K
- Virginia Running Festival Half-Marathon/5K
- Christmas Town 8K
- GameDay 10K
- Run for the Dream Half-Marathon/8K

Sponsorships



May 31 - June 1, 2014
Half Marathon * 8K Run/Walk * Kids Fun Run

**Title Sponsor,
Half Marathon**

\$60,000



Media

- Run for the Dream promo spots on Cox Media
- Sponsor brand spots to run for period leading up to race day
- Banner ads on WYDaily
- Live mentions on 92.3 and 102.1 The Tide
- Live in studio interviews with Eric Worden and Amanda Pearl

Social Media

- 35 mentions on event social media sites
- More than 95,000 impressions through event related emails
- Hyperlink to sponsor website from event site

Print

- Prominent logo and/or company name on all promotions and publicity including: print ads, press releases, flyers, posters, back of runner t-shirts
- Prominent logo on start/finish areas of race including start structure and barricade
- Logo on runner bibs for half marathon event
- Logo on front of runner shirts for half marathon
- Logo on runner medal and lanyard for half marathon

Additional Benefits

- Premium booth space at event expo including opportunity to face-to-face with runners and provide branded giveaway.
- Marketing opportunity in virtual race bag
- Private VIP tent on race day
- 50 complimentary race entries

Commitment, payment and logo must be received by February 1, 2014 to be included in event collateral. Sponsor logos will appear on advertising materials based on date of sponsor commitment, and payment in accordance with advertising deadlines. Logos must be camera ready, high resolution and in JPEG or EPS format. Providing corporate banners is the responsibility of the sponsor, banners will be returned after Race Day.



May 31 - June 1, 2014
Half Marathon * 8K Run/Walk * Kids Fun Run

Title Sponsor, 8K

\$45,000



Media

- Run for the Dream promo spots on Cox Media
- Sponsor brand spots to run for period leading up to race day
- Banner ads on WYDaily
- Live mentions on 92.3 and 102.1 The Tide
- Live in studio interviews with Eric Worden and Amanda Pearl

Social Media

- 25 mentions on event social media sites
- More than 85,000 impressions through event related emails
- Hyperlink to sponsor website from event site

Print

- Prominent logo and/or company name on all promotions and publicity including: print ads, press releases, flyers, posters, back of runner t-shirts
- Prominent logo on start/finish areas of race including start structure and barricade
- Logo on runner bibs for 8K event
- Logo on front of runner shirts for 8K event
- Logo on runner medal and lanyard for 8K event

Additional Benefits

- Premium booth space at event expo including opportunity to face-to-face with runners and provide branded giveaway.
- Marketing opportunity in virtual race bag
- Private VIP tent on race day
- 40 complimentary race entries

Commitment, payment and logo must be received by February 1, 2014 to be included in event collateral. Sponsor logos will appear on advertising materials based on date of sponsor commitment, and payment in accordance with advertising deadlines. Logos must be camera ready, high resolution and in JPEG or EPS format. Providing corporate banners is the responsibility of the sponsor, banners will be returned after Race Day.



May 31 - June 1, 2014
Half Marathon * 8K Run/Walk * Kids Fun Run

Corporate Sponsor, 8K/Half Marathon

\$30,000

Media

- Run for the Dream promo spots on Cox Media
- Sponsor brand spots to run for period leading up to race day
- Banner ads on WYDaily
- Live mentions on 92.3 and 102.1 The Tide

Social Media

- 15 mentions on event social media sites
- More than 42,000 impressions through event related emails
- 1 sponsor specific emails
- Hyperlink to sponsor website from event site

Print

- Logo and/or company name on all promotions & publicity including: flyers, posters, back of runner shirts
- Logo on barricade along start/finish chutes

Additional Benefits

- Premium booth space at event expo including opportunity to face-to-face with runners and provide branded giveaway.
- Marketing opportunity in virtual race bag
- Access to VIP tent on race day
- 25 complimentary race entries

Title Sponsor, Sports & Fitness Expo

\$15,000

Social Media

- 5 mentions on event social media sites
- More than 42,000 impressions through event related emails
- Hyperlink to sponsor website from event site

Print

- Logo and/or company name on all promotions & publicity including: flyers, posters, back of runner shirts
- Prominent logo at health and fitness expo

Additional Benefits

- Premium booth space at event expo including opportunity to face-to-face with runners and provide branded giveaway.
- Marketing opportunity in virtual race bag
- Access to VIP tent on race day
- 10 complimentary race entries

“An Achievable Dream has been with me every step of the way. The teachers believed in me and encouraged me to never let my dreams die and to never give up.”
-Amon Everett, Class of 2006

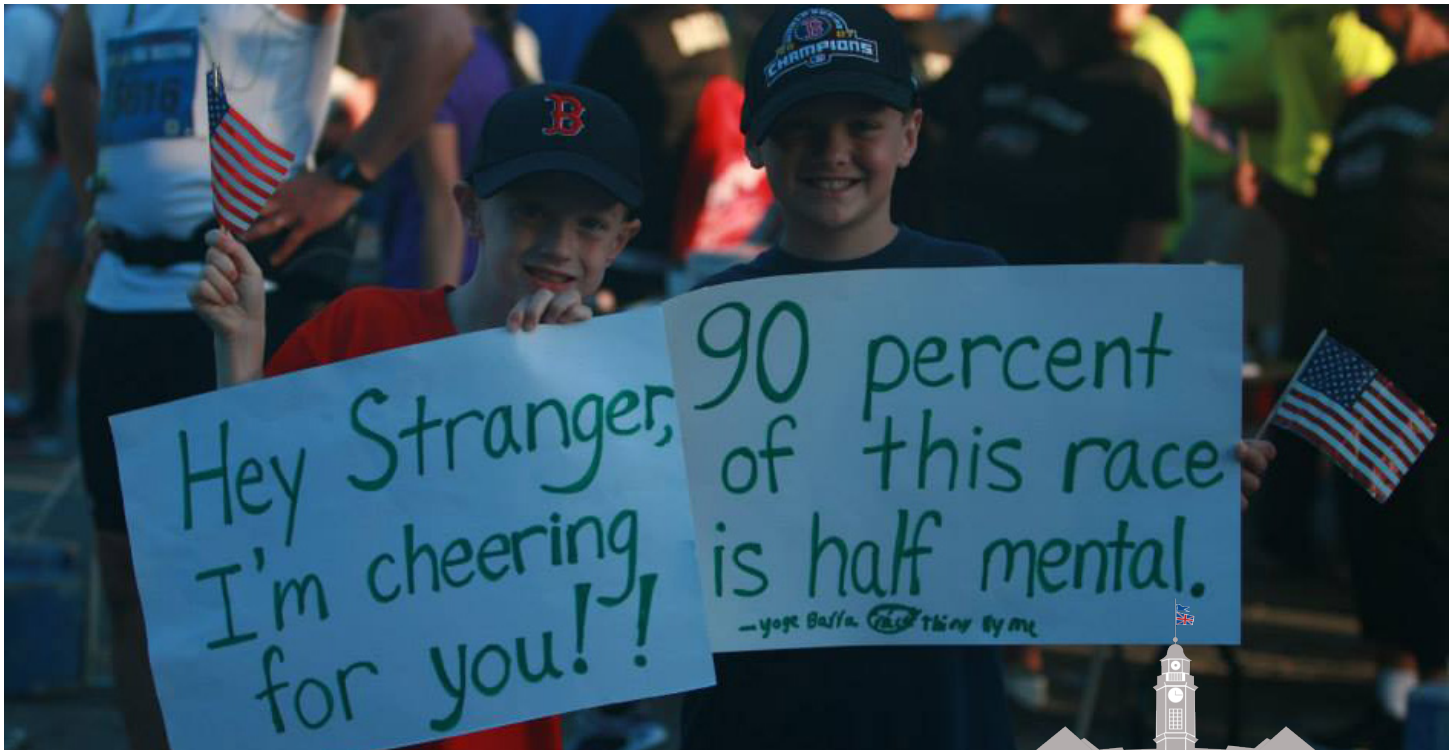
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This Finish Line Ends With An Achievable Dream Victory



Your sponsorship makes it possible for children to break the cycle of poverty, continue to college and become successful members of society. Your contribution supports programs for 1,250 students in kindergarten through twelfth grade at An Achievable Dream Academy and An Achievable Dream Middle and High School. An Achievable Dream is changing lives through education. Your generous support will help keep hope alive for thousands of students.



Victories:

- AAD has a 100% on-time graduation rate
- 95% of our graduates attend college and 5% join the military
- Members of the Class of 2013 have been offered a total of \$2,216,000 in scholarship funds
- Nearly all AAD students enroll in honors & advance placement classes during high school.

It is our mission to motivate all students to excel in academic achievement, to instill respect for themselves and adult leaders, and to teach core human values by providing a social, academic, and moral education. Through a challenging, disciplined environment, we enable each child to develop an achievable dream that will light their way to success and life as a productive citizen.
Educating Students Socially, Academically, and Morally...



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