



2009 SPONSORSHIP PACKAGES



OC TriRunning Sports





OC TriRunning Sports
PO Box 1642
Berlin, MD 21811

To Sponsor Prospects:

In January 2009 OC TriRunning Sports will be bringing 4 exciting events to the Ocean City, MD area. We are very excited to announce the following:

- *5th Annual Ocean City, MD Half Marathon/5K event. April 18
- *OC Beachfest 5 Mile Boardwalk run. June 20
- *Assateague Assault Sprint Triathlon (oc beachfest event). June 21
- *The Crab Alley 5K Frenzy. Mid to Late October (exact date TBA).

New races are popping up all over the mid Atlantic region which proves that the sense of physical health and awareness is increasing in our area and these type of endurance events are growing in popularity all over the country. We want to bring some of that to the OC area. With the average estimate of each participant bringing 2.4 family members and friends with them, also considering the OC area, being a tourist location bringing people from all over, it can be a great opportunity to broadcast and advertise your company. Our goal although ambitious, but definitely within reason does come with high expenses, one of which is event exposure in advertising. This is where we need your assistance. Please review the following sponsorship proposal packages, I think you will find them to be quite generous and we strive to make our sponsorship relations a win/win for everyone. After all, our main purpose for holding these events is to bring physical health and awareness, along with business dollars to the Ocean City, MD area.

After reviewing your packet, please contact your sponsor representative:
Charlie McClure,
phone: 443-370-9202
email: cmclure@octrirunning.com

He will be able to assist you with any questions and set up any agreements with you.

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Projected Advertising exposure:

- ◆ 20,000 event programs handed out at 6 different events.
- ◆ 50,000 pieces of event literature such as rack cards, brochures, flyers etc. placed in high traffic local areas and stores.
- ◆ over 1,000,000 hits of website traffic in a calendar year.
- ◆ Line listing of events in popular magazines such as Runners World and Triathlete Magazine.
- ◆ 25,000+ collective foot traffic at packet pickup location.
- ◆ 25,000+ participants, spectators, and volunteers at events and post race activities.

Presentation Sponsor \$8,000 (event specific)

◦ YOUR SPONSORSHIP BUYS YOU:

- Company name appears with Event Title on all advertising literature and media exposure.
- Full page ad in the Official Event Program to be distributed to participants and spectators.
- Logo and link from event website to your. Logo will have dominate placing on site.
- Banner hung at any, or all event locations (packet pickup area, race starting area, race finish line area, post race festival).
- Up to 800 sq ft. display area at packet pickup location and post race festival (space limitations for certain events).
- DJ announcements at race starting area and post race festival.
- Any company brochures or marketing material placed in participant race bags.
- 10 free race entries for any of our events, 80 one day guest passes for the OC Beachfest Village.

Gold Medal Sponsor \$5,000

◦ YOUR SPONSORSHIP BUYS YOU:

- Full page ad in the Official Event Program to be distributed to participants and spectators.
- Logo and link from event website to yours.
- Banner hung at any, or all event locations (packet pickup area, race starting area, race finish line area, post race festival).
- Up to 800 sq ft. display area at packet pickup location and post race festival (space limitations for certain events).
- DJ announcements at all event locations.
- Brochures or marketing material placed in participant race bags
- 10 free race entries for any of our events, 80 one day guest passes for the OC Beachfest Village.

Silver Medal Sponsor \$2,500

- YOUR SPONSORSHIP BUYS YOU:
 - Half page ad in the Official Event Program to be distributed to participants and spectators.
 - Banner hung at any, or all event locations (packet pickup area, race starting area, race finish line area, post race festival).
 - Up to 400 sq ft. display area at packet pickup location and post race festival (space limitations for certain events).
 - DJ announcements at all event locations.
 - 8 free race entries for any of our events, 40 one day guest passes for the OC Beachfest Village.

Bronze Medal Sponsor \$1,500

- YOUR SPONSORSHIP BUYS YOU:
 - Block ad(1/8 page) in the Official Event Program to be distributed to participants and spectators.
 - Banner hung at any, or all event locations (packet pickup area, race starting area, race finish line area, post race festival).
 - Up to 200 sq ft. display area at packet pickup location and post race festival (space limitations for certin events).
 - DJ announcements at all event locations.
 - 4 free race entries at one event of your choice, 20 one day guest passes for the OC Beachfest Village.

Honorable Mentions \$500 (event specific)

- YOUR SPONSOSHIP BUYS YOU:
 - Block ad(1/8 page) in the Official Event Program to be distributed to participants and spectators.
 - Banner hung at one event of your choice.
 - DJ announcements at one event of your choice.
 - 2 free race entries at one event of your choice, 10 one day guest passes for the OC Beachfest Village.

Important information for sponsor:

- Official Event program will consist of all events handled by OC TriRunning Sports. 20,000 programs will be in circulation around the Mid Atlantic area.
- Vending space will range from 200 sq. ft. - 800 sq. ft. pending on which package chosen. It is the responsibility of sponsor personnel for their booth setup, breakdown, and relocating of all equipment, merchandise, and/or material they use. In some cases, vendor booths may be located outside so please consider climate and time of season when renting space.
- All promotional items chosen to go in participant goody bags need to be sent to packet pickup location no later than one week prior to event day. Packet pickup address will be furnished when available.
- All DJ announcements must remain under 1 minute in length must be presented to DJ on race day at starting line.
- Event organizers will display any banners at designated locations that are given one week prior to event day.
- This package is flexible and can be *custom altered* to meet the specific needs of your company. Please contact your sponsor representative for details on changes.



SPONSORSHIP CONTRACT

Company/Business: _____ Contact: _____

Phone #: _____ Email address: _____

Mailing Address: _____

City: _____ State: _____ Zip code: _____

Choose Sponsorship level:

_____ Presenting (event specific) Event of Choice: _____

_____ Gold

_____ Silver

_____ Bronze

_____ Honorable Mention (event specific) Event of Choice: _____

Special Adjustments/Requests:

The company/business stated above, hereafter referred to as the Sponsor, agrees to all terms, rules, regulations and policies of event organizers and venues. The Sponsor agrees to pay the price for chosen advertising sponsorship level including all adjustments/requests stated in contract for the chosen event(s) in the calendar year of 2009. The Sponsor will provide company banners, logos, and/or any additional advertisements stated in adjustments/request section of contract. Event organizers agree to display company banners that are given one week prior to event day. Event organizers agree to display any and all advertising stated in proposal of this contract. All advertising materials must be received by the event organizers from the Sponsor within 21 days from contract signing. Neither event organizers, support personnel, town of Ocean City, or anyone else connected with the presentation of these events shall be responsible for any loss, injury or damage incurred. The Sponsor is responsible for any proper insurance needed. In consideration of this sponsorship, the sponsor agrees to the use of their name, logo, and photos for publicity, and/or advertising. Schedules and activities are subject to change, event organizers claim the right to alter, change, and/or cancel event(s) in question due to inclimate weather, and/or any other acts of GOD. I have read and agree to all terms and conditions of this agreement.

Agreed and Accepted by:

signature

date

signature

date

print name

event organizer representative