



## FLIPANY Trail Run October 17, 2010 Half Marathon, 5K, 1K: Sponsorship Opportunities

Become a sponsor of the Inaugural Trail Run! Sponsorships are tax-deductible to the full extent provided by law and offer fantastic business development and marketing opportunities for your company!

In the United States, chronic diseases account for 70% of all deaths and limit the lives of approximately 25 million people. A great majority of these chronic diseases such as heart disease, cancer and diabetes are in fact preventable! The **TRAIL RUN** presented by FLIPANY and the Crockett Foundation raises funds to ensure Florida youth have the knowledge and skills they need to succeed.

Sponsorship benefits can be tailored to your company's needs.

<b>TITLE SPONSOR: (ONLY ONE TITLE SPONSORSHIP AVAILABLE)</b>	<b>\$10,000</b>
Company name precedes race name: "(company name) Trail Run Half Marathon, 5K, and 1K Kid Dash "	
<p><b>Company name/logo featured on marketing collateral, including:</b></p> <ul style="list-style-type: none"> <li>Postcards distributed to more than 10,000 runners at running and triathlon events throughout South Florida</li> <li>Posters/brochures distributed to 250 locations throughout South Florida.</li> <li>Banners (3) displayed in the City of N. Miami and Aventura</li> <li>Event listed in Sun-Sentinel and Miami Herald papers</li> <li>Company mention at award ceremony</li> <li>Signage at award ceremony for photos to follow up with newspaper article</li> <li>Eblast to both presenters contacts (5,500) of the event</li> <li>Link of the event on FLIPANY &amp; Crockett Foundation website</li> <li>Ad in 3 issues of South Florida Running Magazine</li> <li>The sponsorship mentioned on FLIPANY and Crockett Foundation web page with hyperlink to your website</li> <li>Press releases and public service announcements</li> </ul>	<p><b>Company name/logo featured at the event:</b></p> <ul style="list-style-type: none"> <li>On the front of more than 500 event t-shirts</li> <li>On the Start/Finish event banner</li> <li>On course signage</li> <li>At all water stations</li> <li>At the registration booth</li> <li>In all podium photos</li> </ul> <p><b>Race Day Exposure:</b></p> <ul style="list-style-type: none"> <li>Goody bag insert or advertisement</li> <li>Remarks and thanks from organizer at rally</li> <li>10 entries in the Half or 5K Trail Run</li> <li>Mention of sponsor for press coverage at event</li> <li>Photo of Sponsor (all participants) at podium finish</li> <li>Free vendor table</li> </ul>
<b>PLATINUM SPONSOR: (ONLY 3 SPONSORSHIPS AVAILABLE)</b>	<b>\$7,500</b>
<p><b>Company name/logo featured on marketing collateral, including:</b></p> <ul style="list-style-type: none"> <li>Postcards distributed to more than 10,000 runners at running and triathlon events throughout South Florida</li> <li>Posters/brochures distributed to 250 locations throughout South Florida.</li> <li>Banners (3) displayed in the City of N. Miami and Aventura</li> <li>Event listed in Sun-Sentinel and Miami Herald papers</li> <li>Company mention at award ceremony</li> <li>Eblast to both presenters contacts (5,500) of the event</li> <li>Ad in 3 issues of South Florida Running Magazine as sponsor</li> <li>The sponsorship mentioned on FLIPANY and Crockett Foundation web page with hyperlink to your website</li> </ul>	<p><b>Company name/logo featured at the event:</b></p> <ul style="list-style-type: none"> <li>On the back of more than 500 event t-shirts</li> <li>On the Start/Finish event banner</li> <li>On course signage</li> <li>At the registration booth</li> </ul> <p><b>Race Day Exposure:</b></p> <ul style="list-style-type: none"> <li>Goody bag insert or advertisement</li> <li>Remarks and thanks from organizer at rally</li> <li>8 entries in the Half or 5K Trail Run</li> <li>Free vendor table</li> </ul>



## Trail Run October 17, 2010 Half Marathon, 5K, 1K

FLIPANY provides over 10,000 Floridians with the tools and confidence to lead a healthy lifestyle. Crockett Foundation creates environments for children to learn life skills for lifelong success. Our program rely on contributions from Florida residents and business owners.

The Trail Run is in line with First Lady Obama's campaign; *Let's Move Outside!* This gives parents the tools they need to get their families moving outdoors. Help us create opportunities for families to move and play together! Let's get Florida families moving!

### PLATINUM SPONSOR: (ONLY 3 SPONSORSHIPS AVAILABLE) \$5,000

**Company name/logo featured on marketing collateral, including:**

- Posters/brochures distributed to 250 locations throughout South Florida.
- Company mention at award ceremony
- Eblast to both presenters contacts (5,500) of the event
- Ad in Aventura Magazine
- The sponsorship mentioned on FLIPANY and Crockett Foundation web page with hyperlink to your website

**Company name/logo featured at the event:**

- On the back of more than 500 event t-shirts
- At the registration booth

**Race Day Exposure:**

- Goody bag insert or advertisement
- Remarks and thanks from organizer at rally
- 6 entries in the Half or 5K Trail Run
- Free vendor table

### GOLD SPONSOR: \$2,500

**Company name/logo featured on marketing collateral, including:**

- Postcards distributed to more than 10,000 runners at running and triathlon events throughout South Florida
- Posters/brochures distributed to 250 locations throughout South Florida.
- The sponsorship mentioned on FLIPANY and Crockett Foundation web page with hyperlink to your website

**Company name/logo featured at the event:**

- On the back of more than 500 event t-shirts
- At the registration booth

**Race Day Exposure:**

- Goody bag insert or advertisement
- Remarks and thanks from organizer at rally
- 4 entries in the 5K Trail Run
- Free vendor table

### SILVER SPONSOR: \$1,000

**Company name/logo featured on marketing collateral, including:**

- Posters/brochures distributed to 250 locations throughout South Florida.
- The sponsorship mentioned on FLIPANY and Crockett Foundation web page with hyperlink to your website

**Company name/logo featured at the event:**

- On the back of more than 500 event t-shirts
- At the registration booth

**Race Day Exposure:**

- Goody bag insert or advertisement
- Remarks and thanks from organizer at rally
- 4 entries in the 5K Trail Run
- Free vendor table

### BRONZE SPONSOR: \$500

**Company name/logo featured on marketing collateral, including:**

- The sponsorship mentioned on FLIPANY and Crockett Foundation web page with hyperlink to your website

**Race Day Exposure:**

- Goody bag insert or advertisement
- 2 entries in the 5K Trail Run
- Free vendor table

