



**SATURDAY, JULY 6, 2013 - OVERLAND PARK, KS - [WWW.SPROLES5K.COM](http://WWW.SPROLES5K.COM)**

### **Autograph Tent Sponsorship**

On Saturday, July 6<sup>th</sup>, Integrated Sports Marketing will be producing the 2<sup>nd</sup> annual Darren Sproles 5K. The 5K Fun Run/ Walk will benefit the Sproles Empowered Youth and will take place in Overland Park, KS at Southcreek Office Park.

The following is a proposed sponsorship package for the 2013 Darren Sproles 5K Fun Run/ Walk.

#### **DARREN SPROLES 5K to provide:**

##### **Autograph Tent Sponsorship**

- Sponsorship of Autograph Tent at the event
  - Recognition as the Darren Sproles 5K Autograph Tent Sponsor
  - Logo on Autograph Tent signage
    - “Autograph Tent” sponsored by ...
  - Event participants will have opportunity to get free autographs from event celebrities at the autograph tent

##### **Advertising**

- Television advertisements - sponsor logo to be included in promotional television advertisements airing in advance of event (subject to approval of television partner)
  - Deadline to activate benefit: March 28th
- Print advertisements - sponsor logo to be included in promotional print advertisements running in advance of event
  - Logo/name in Kansas City Star – March/April ads
    - Deadline to activate benefit: May 1st
  - Additional publications to be finalized
- Press Release mentions
  - Mention in event news/press releases

##### **Printed Materials**

- Logo on Event Rack Cards
  - Quantity: 15,000
  - Deadline to activate benefit: April 7th
- Logo on Event Posters
  - Quantity: 500
  - Deadline to activate benefit: April 7th
- Logo on Event Race Bibs
  - Quantity: Min. 1,000
  - Deadline to activate benefit: May 8th
- Logo on Event T-Shirts
  - Quantity: Min. 1,000
  - Deadline to activate benefit: May 8th



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### **On-Site Exposure**

- Exhibitor Tent
  - Area for one (1) 10' x 10' tent (sponsor to provide tent, table, chairs, etc.)
  - Opportunity to display signage in tent
  - Opportunity for lead generation and product sampling/sales
  - Two (2) Exhibitor Badges
- Banner – Two (2) banners to be displayed in start/finish line area (banner to be provided by sponsor)
- Start/Finish Line Public Address mentions

### **Online Exposure**

- Logo included in three (3) e-newsletters
  - Distribution: Minimum 5,000
- Mention on Darren Sproles 5K Facebook fan page
- Logo on Homepage of [darrensproles5k.com](http://darrensproles5k.com)
- Logo on Partners Page of [darrensproles5k.com](http://darrensproles5k.com)

### **Hospitality**

- Two (2) Invitations to VIP Meet & Greet area at event
  - Includes opportunity to meet and take photo with Darren Sproles in area
- Forty (40) event entries (each entry includes event t-shirts and gift packs)
- Opportunity for discount for additional company entries (minimum 25 participants)

### **Miscellaneous**

- Opportunity to include one (1) mutually agreed upon item/prize in gift packs (sponsor to provide promotional pieces)
  - Each paid participant will receive race gift pack with amenities from sponsors
  - Quantity: Minimum 2,500
- Opportunities to donate item(s) for raffle and / or auction – i.e. gift cards, etc.
  - Raffle will take place during awards ceremony
- Use of the Darren Sproles 5K Logo
- Category Exclusivity

**Package Price: \$7,500**