



SATURDAY, JULY 6, 2013 - OVERLAND PARK, KS - WWW.SPROLES5K.COM

Football Tire Toss Sponsorship

On Saturday, July 6th, Integrated Sports Marketing will be producing the 2nd 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.

Football Tire Toss Sponsorship:

- Sponsorship of Football Tire Toss at the event
 - Recognition as the Darren Sproles 5K Football Tire Toss Sponsor
 - Logo on Football Tire Toss signage
 - “Football Tire Toss” sponsored by
 - Football Tire Toss to include opportunity for kids and adults to participate in tire toss games and contests

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

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 – One (1) banner to be displayed in start/finish line area (banner to be provided by sponsor)
- Start/Finish Line Public Address mentions



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Online Exposure

- Logo included in two (2) e-newsletters
 - Distribution: Minimum 5,000
- Mention on Darren Sproles 5K Facebook fan page
- Logo on Homepage of darrensproles5K.com
- Logo on Partners Page of 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
- Twenty (20) 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

Package Price: \$5,000