



SPONSORSHIP OPPORTUNITIES

COLORADO

2012



SPONSORSHIP OPPORTUNITIES

Despite the unstable consumer confidence, road races are getting more and more participation from people who spend money. To help businesses reach this lucrative demographic, we offer several sponsorship levels from which to choose to fit any marketing objective and budget.

The information provided below shows the cost for each sponsorship level and the types of offerings for each level. The list is not an exhaustive list and all sponsorships are tailored to meet the sponsor's needs. Please also note that sponsorship levels can be attained by combining cash and in-kind contributions. Sponsorship opportunities will be made available to the first sponsors to request and pay the sponsorship fee associated with the sponsorship level. All sponsorship opportunities include First Right of Refusal (the chance to be the first person to say no when the following year's race is being set up).

TITLE SPONSORSHIP <i>Quantity available per race: 1</i>	\$7,500-12,500	WATER STATION SPONSORSHIP <i>Quantity available per race: 1</i>	\$500-750
<ul style="list-style-type: none">Company name prepended to the race title on ALL promotional material, handouts, advertising and public relations for the event.Exclusive top-billing recognition provided on event web site and t-shirts.Partnership recognized in email distribution to targeted runners and businesses.Prominent placement of exhibit or display area for your promotional or informational materials at race start/finish (or Expo), in participant goody bags and with exclusive banner/signage at the event.Five race registrations for use by company employees or customers.Choose two additional opportunities (listed below) that will be included in the cost of this exclusive partnership.		<ul style="list-style-type: none">Sponsor's logo on event t-shirt, flyers, advertisements, posters, and web site.Display your company's name or logo on the water station itself.	
PRE-EVENT AND POST-EVENT NOURISHMENT STATION SPONSORSHIP <i>Quantity available per race: 1</i>	\$3,500	STANDARD SPONSORSHIP <i>Quantity available per race: unlimited</i>	\$350-700
<ul style="list-style-type: none">Help provide run participants with pre-event and post-event beverages, snacks, and nourishment.Display table provided at start line and finish line.Company name and/or logo on signage, advertisements, and web site.Company name announced several times before and after the race.		<ul style="list-style-type: none">A table for display of promotional materials at race start/finish (or Expo).Your company's promotional item, materials, or coupon for your business/organization included in the goody bags for the event.	
POST-EVENT NOURISHMENT STATION SPONSORSHIP <i>Quantity available per race: 1</i>	\$2,500	MILE MARKER SPONSORSHIP <i>Quantity available per race: 1</i>	\$300-600
<ul style="list-style-type: none">Help provide run participants with post-event beverages, snacks, and nourishment.Display table provided at finish line.Company name and/or logo on signage, advertisements, and web site.Company name announced several times before and after the race.		<ul style="list-style-type: none">Your company's name and logo prominently displayed on the official start/finish clock and each mile marker of the race.	
PRE-EVENT NOURISHMENT STATION SPONSORSHIP <i>Quantity available per race: 1</i>	\$1,500	PACKET PICKUP SPONSORSHIP <i>Quantity available per race: 3</i>	\$300-600
<ul style="list-style-type: none">Help provide run participants with pre-event beverages, snacks, and nourishment.Display table provided at start line.Company name and/or logo on signage, advertisements, and web site.Company name announced several times before the race.		<ul style="list-style-type: none">Generate traffic to your business at specified and predetermined times.Provide packet pickup location for run packet pickup.Include your own coupons with each packet picked up.	
T-SHIRT SPONSORSHIP <i>Quantity available per race: 6</i>	\$750-1,500	MEDICAL FIRST AID SPONSORSHIP <i>Quantity available per race: 1</i>	\$350-500
<ul style="list-style-type: none">Sponsor's logo on event t-shirt, flyers, advertisements, posters, and web site.A table for display of promotional materials at race start/finish (or Expo).Your company's promotional item, materials, or coupon for your business/organization included in the goody bags for the event.		<ul style="list-style-type: none">Sponsor important medical first aid assistance station while providing visibility for your company with signage.	
OVERALL AWARD SPONSORSHIP <i>Quantity available per race: 1</i>	\$500-1,000	PORTABLE TOILET SPONSORSHIP <i>Quantity available per race: 1</i>	\$300-500
<ul style="list-style-type: none">Sponsor's logo on event t-shirt, flyers, advertisements, posters, and web site.Prominent mention when each overall award is presented (first, second, third place overall male and female winners).Can provide in form of gift certificates at sponsor's option.		<ul style="list-style-type: none">Build goodwill for your company by bringing needed relief to runners.Your company name will be prominently displayed inside and outside each portable toilet.	
		FINISH LINE SPONSORSHIP <i>Quantity available per race: unlimited</i>	\$125-350
		<ul style="list-style-type: none">A table for display of promotional materials at race start/finish (or Expo).	
		GOODY BAG LOGO SPONSORSHIP <i>Quantity available per race: 1</i>	\$250
		<ul style="list-style-type: none">Display your company's logo and/or name imprinted on goody bags provided to all run/walk participants.	
		WARMUP SPONSORSHIP <i>Quantity available per race: 1</i>	\$250
		<ul style="list-style-type: none">Help lead the run/walk participants in a session of exercise and warm up.Your company name will be prominently displayed, announced and have promotional materials placed in event goody bags.	
		GOODY BAG CONTENTS SPONSORSHIP <i>Quantity available per race: unlimited</i>	\$100 <i>plus the item/sample/flyer/etc.</i>
		<ul style="list-style-type: none">Your company's promotional item, materials, or coupon for your business/organization included in the goody bags for the event.	



PARTNERSHIP OPPORTUNITIES

IN-KIND SPONSORSHIP

In some circumstances, sponsors can provide products or services needed to produce a race at whatever level appropriate for their business in exchange for sponsorship opportunities described at left. Sponsor level is determined by the value of the in-kind donation.

Example: Portable toilets are needed for a race. If the market cost for a toilet is \$100 and the race needs 10 toilets, the portable toilet supplier could provide the toilets in exchange for a T-Shirt Sponsorship.

Another example: Generally no potatoes are needed to produce a race. Therefore, a potato grower could not provide \$500 worth of potatoes in order to be a Water Station Sponsor; we would certainly welcome him as a sponsor, but he would instead need to pay \$500.

MEDIA PARTNERSHIP

A critical component of race production and promotion is our relationship with our media partners. We value our media partners a great deal and recognize the value of the advertising/promotion benefits they offer. More than merely an In-Kind sponsorship, we develop a partnership opportunity to suit the needs of each media partner that will also contribute to the success of the race. Although not exhaustive, a media partnership may include:

- One or more of the sponsorship opportunities at left.
- VIP events before or after the race.
- Exclusive story, photo, or interview opportunities.
- Options to provide emcee services as a way to promote personalities.

NON-PROFIT PARTNERSHIP

We've seen that if a race is produced like a business project and not produced as a "fun run" or strictly as a fundraiser for a single charitable organization, it becomes both a fun event and a great way for multiple charities to get exposure and needed funds.

Opportunities for partner charitable organizations to benefit from a partnership with Bigwig Races include:

- Exposure on race promotional and advertising materials.
- Opportunity for media tie-ins.
- Participants select which partner organization benefits from their registration.
- Partner organizations have the option of volunteering on race-day for an even larger donation.
- Race-day mention by announcer.
- A table for display of promotional materials at race start/finish (or Expo).





Colorado Springs • Sunday, April 8, 2012



Colorado Springs • Sunday, May 27, 2012



Colorado Springs • Sunday, August 12, 2012



Colorado Springs • Sunday, September 2, 2012



Colorado Springs • Monday, December 24, 2012

FOR EACH RACE:

- 500+ participants expected
- 500+ t-shirts printed
- 500+ race packet goody bags
- 3000 brochures distributed

Details may change.

Check bigwigraces.com for current information.

ABOUT BIGWIG RACES LLC

Bigwig Races was formed to create valuable sponsorship opportunities for business of all sizes by professionally producing 5K and 10K races. Rather than throwing together races last-minute or putting together a race solely for the purpose of raising money for charitable organizations, Bigwig Races runs every race like a business project. This ensures that every race is effective, both as a promotional vehicle and as a competitive sporting event to support community fitness. We leverage years of experience in advertising, publishing, process improvement, accounting, sales, event planning, and project management. Our principals also enjoy running in local and regional races and have participated in hundreds of races, some as a sponsored athlete.

REASONS PARTICIPANTS LIKE OUR RACES

- Chip timing
- USATF-certified courses
- Results posted same day as race
- Raffle prizes
- Generous post-race snacks
- Multiple aid stations
- Prizes for top-3 finishers
- Cool custom shirt
- Goody bags
- Early and race-day registration
- Enough porta-potties
- Fun atmosphere

BENEFITS TO OUR SPONSORS

- We deliver participants (see above)
- Each race has its own web site
- Race branding and promotion to encourage word-of-mouth
- Free entries to targeted participants (to build participant count)
- 6+ months of promotion makes the opportunity far more than the day of the event
- 500+ participants expected for each race (plus spectators)
- Flexible pre-race and race-day promotions
- Thousands of impressions before, during, and after
- Hot links to sponsor web sites from race web sites
- Acknowledgement and thanks multiple times during event



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