



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

Title 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.

DARREN SPROLES 5K to provide:

Title Sponsorship

- Recognition as a Darren Sproles 5K Title Sponsor
- Logo incorporated into the event logo
- Event logo will be included in all
 - Event advertising – television, radio, print, online
 - Event collateral – rack cards, posters, t-shirts, race bibs
 - Event social media – Facebook home page
 - Event website – prominently displayed throughout website
 - Event media coverage – press releases, etc.

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
- Radio advertisements - sponsor name to be mentioned in promotional radio advertisements airing in advance of event (stations to be finalized)
 - 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
- Banner Advertisements
 - Logo in banner advertisements promoting event (websites to be finalized)
- Press Release mentions
 - Mention in event news/press releases



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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 – Four (4) 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 five (5) e-newsletters
 - Distribution: Minimum 5,000
- Mention on Darren Sproles 5K Facebook fan page
- Two (2) Facebook posts
- Logo on Homepage of darrensproles5k.com
- Logo on Partners Page of darrensproles5k.com

Hospitality

- Six (6) Invitations to VIP Meet & Greet area at event
 - Includes opportunity to meet and take photo with Darren Sproles in area
- One-hundred (100) event entries (each entry includes event t-shirts and gift packs)
- Opportunity for discount for additional company entries (minimum 25 participants)



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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: \$20,000