



- 7500 Runners Expected
- Race Expo October 29<sup>th</sup>
- Over 10,000 Spectators
- 3-month Marketing Campaign
- Avg. HH Income 100k-150k
- Avg. Age 36, M-42%, F58%

### A La Carte Sponsorship

▪ Logo on Website	\$500
▪ Logo on Race Shirt	\$500
▪ 10x10 Space at Expo 2-8p Friday before race	\$500
▪ Ad in Virtual Goody Bag	\$500
▪ Logo on Race Banners	\$500
▪ Company message in 2 e-newsletters	\$1300
▪ Logo in Race Advertising	\$1300

### Gold Sponsor

**\$3,000**

#### Promotional Materials

- **Website** — Logo will be positioned on the sponsor page on the Blue Moon Wicked 10k website
- **Virtual Goody Bags** — Opportunity to provide a digital ad to our “Virtual Goody Bag”. Participants will receive the “Virtual Goody Bag” at least 2 times by email. It will also be hosted on our website. Participants can print coupons, click through to your website or click through to a special landing page.
- **E-newsletter** — Company message in one e-newsletter - Email base — 50,000

#### On-Site Benefits

- **Expo space** — 10x10 booth at the sports expo Friday (2-8p) before the race
- **Banners** — Logo will be on all start and finish line banners for all the races
- **T-Shirts** — Logo inclusion on the back of all participant shirts (7,500)



## Platinum Sponsor

**\$5,000**

### *Media Benefits*

- **Advertising Campaign** — Logo inclusion on advertising campaign of over \$60,000.00

### *Promotional Materials*

- **Website** — Logo will be positioned on the sponsor page on the Blue Moon Wicked 10k website
- **Newsletter/Email Blasts** — Your company will have the ability to include a promotion or coupon in the newsletter email blasts that we send to all participants (Approximately 3 newsletters) — Email base — 50,000

### *On-Site Benefits*

- **Expo space** — 10x10 booth at the sports expo Friday (2-8p) before the race
- **Banners** — Logo will be on all start and finish line banners for all the races
- **Virtual Goody Bags** — Opportunity to provide a digital ad to our “Virtual Goody Bag”. Participants will receive the “Virtual Goody Bag” at least 2 times by email. It will also be hosted on our website. Participants can print coupons, click through to your website or click through to a special landing page.
- **T-Shirts** — Logo inclusion on the back of all participant shirts (7,500)



## Monster Mile Sponsor

**\$10,000**

The event will be titled - “ \_\_\_\_\_ **Monster Mile**”

### *Media Benefits*

- **Advertising Campaign** — Logo inclusion on advertising campaign of over \$60,000.00

### *Promotional Materials*

- **Application** — Company logo will be included on the 75,000 printed application/flyers for the race which are distributed locally and nationally
- **Website** — Logo will be positioned on the sponsor page on the Blue Moon Wicked 10k website
- **Newsletter/Email Blasts** — Your company will have the ability to include a promotion or coupon in the newsletter email blasts that we send to all participants (Approximately 3 newsletters) — Email base — 50,000

### *On-Site Benefits*

- **Expo space** — 10x10 booth at the sports expo Friday (2-8p) before the race
- **Banners** — Logo will be on all start and finish line banners for all the races
- **Virtual Goody Bags** — Opportunity to provide a digital ad to our “Virtual Goody Bag”. Participants will receive the “Virtual Goody Bag” at least 2 times by email. It will also be hosted on our website. Participants can print coupons, click through to your website or click through to a special landing page.
- **T-Shirts** — Logo inclusion on the back of all participant shirts (7,500)



## Presenting Sponsor

**\$15,000**

The event will be titled - “Wicked 10k presented by \_\_\_\_\_”

### *Media Benefits*

- **Advertising Campaign** — Logo and name inclusion on advertising campaign of over \$60,000.00
- **Name Recognition** — Anywhere the event is named your company name will follow Wicked 10k

### *Promotional Materials*

- **Application** — Company name will be on the front of 75,000 printed application/flyers for the race which are distributed locally and nationally
- **Website** — Prominent logo position on the Blue Moon Wicked 10k website
- **Newsletter/Email Blasts** — Your company will have the ability to include a promotion or coupon in the newsletter email blasts that we send to all participants (Approximately 3 newsletters) — Email base — 50,000

### *On-Site Benefits*

- **Expo space** — 10x10 booth at the sports expo Friday (2-8p) before the race
- **Banners** — Name will be on all start and finish line banners for all the races
- **Virtual Goody Bags** — Opportunity to provide a digital ad to our “Virtual Goody Bag”. Participants will receive the “Virtual Goody Bag” at least 2 times by email. It will also be hosted on our website. Participants can print coupons, click through to your website or click through to a special landing page.
- **T-Shirts** — Company name will be on the back of all participant and volunteer t-shirts (7,500)



## Title Sponsor

**\$30,000**

Event will be titled \_\_\_\_\_ Wicked 10K

### Media Benefits

- **Advertising Campaign** — Logo and name included in advertising campaign of over \$60,000.00
- **Name Recognition** — Anywhere the event's name, your company name will precede Wicked

### Promotional Materials

- **Application** — Company name will be on the front of 75,000 printed application/flyers for the race which are distributed locally and nationally
- **Marketing Banner** — Your company name will be on the marketing banner used at other races expos.
- **Website** — Company name will be on home page of website as well as the first logo on the sponsor page
- **Newsletter/Email Blasts** — Your company will have the ability to include a promotion or coupon in the newsletter email blasts that we send to all participants (Approximately 3 newsletters) — Email base — 50,000

### On-Site Benefits

- **Expo space** — 10x20 booth at the sports expo Friday (2-8p) before the race
- **Banners** — Name will be on all start and finish line banners for all the races
- **Virtual Goody Bags** — Opportunity to provide a digital ad to our "Virtual Goody Bag". Participants will receive the "Virtual Goody Bag" at least 2 times by email. It will also be hosted on our website. Participants can print coupons, click through to your website or click through to a special landing page.
- **T-Shirts** — Company name will be on the front of all participant and volunteer t-shirts (7,500)

### CONTACT

Stephanie Myers

[Stephanie@jandaracinginc.com](mailto:Stephanie@jandaracinginc.com)

757-412-1056



Sponsor Company Name \_\_\_\_\_

- Agrees to provide a financial sponsorship for the 2nd Annual Wicked 10k on October 30, 2010. As a sponsor, I understand that I will receive the applicable sponsorship opportunities described in this packet. I further understand that these opportunities will not be valid until this agreement is signed and my check has been issued to and accepted by J&A Racing Inc.

**Please check appropriate sponsorship**

- |                                 |          |  |        |
|---------------------------------|----------|--|--------|
| ▪ _____ Title Sponsor: _____    | \$30,000 | Ala Carte (check all that apply)         |        |
| ▪ _____ Presenting Sponsor:     | \$15,000 | ▪ ___ Logo on Website                    | \$500  |
| ▪ _____ Post Race Food Sponsor: | \$15,000 | ▪ ___ Logo on Race Shirt                 | \$500  |
| ▪ _____ Monster Mile Sponsor:   | \$10,000 | ▪ ___ 10x10 Space at Expo                | \$500  |
| ▪ _____ Platinum Sponsor:       | \$5,000  | ▪ ___ Ad in Virtual Goody Bag            | \$500  |
| ▪ _____ Gold Sponsor:           | \$3,000  | ▪ ___ Logo on Race Banners               | \$500  |
|                                 |          | ▪ ___ Company message in 2 e-newsletters | \$1300 |
|                                 |          | ▪ ___ Logo in Race Advertising           | \$1300 |

Sponsor Name \_\_\_\_\_ Total \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Representative Name \_\_\_\_\_

Phone Number \_\_\_\_\_

Authorized Sponsor Signature \_\_\_\_\_ Date \_\_\_\_\_

Please send completed agreement with check made payable to:  
**J& A Racing Inc., 2865 Lynnhaven Drive, C-5, Virginia Beach, VA 23451**