

LOVELAND'S AMAZING RACE⁶

FATHER'S DAY WEEKEND SATURDAY JUNE 18TH, 2011

SPONSORSHIP INQUIRIES CONTACT DOUG PORTMANN (513) 265-6325 dportmann@aol.com

Race Sponsor Presenting - \$7500.00

- Street Banner 3 weeks before the race.
- Exclusivity prevents other "like" businesses from gaining entry as a sponsor.
- Race day announcements before, during, and after the race
- Large logo on race shirts, website, one email blast, promotional materials
- *7 complimentary corporate cup race team entries to the sold out 2011 event.*
- Race web site link
- Sponsor provided sign or banner for display on race course.
- Sponsor provided coupon or promotional item in race participants' bag.

Race Sponsor Supporting - \$2500.00

- Logo on race shirts, website, one email blast, and promotional materials
- *2 complimentary corporate cup race team entries to the sold out 2011 event.*
- Race web site link
- Sponsor provided sign or banner for display on race course.
- Sponsor provided coupon or promotional item in race participants' bag.

Challenge Station Title sponsor - \$1000.00

- Business name on a challenge station that is tailored to promote your business; Race provides captain and staff.
- Your business name listed on race shirts, Race web site, promotional material
- *1 complimentary corporate cup race team entry to the sold out 2011 event*
- Sponsor provided sign or banner for display on race course.
- Sponsor provided coupon or promotional item in race participants' bag.

Challenge Station Captain Sponsor - \$500.00

- Business name on a challenge station that is tailored to promote your business.
- REQUIRES your commitment to provide:
 - o Captain to liaison with race committee and attend pre-race meetings
 - o Execution of challenge captain responsibilities (see attached)
 - o Staff (10 volunteers 8am - 4pm).
 - o Materials, construction, and test run of challenge
- Your business name listed on race shirts, Race web site, promotional material
- Sponsor provided sign or banner for display on race course.
- Sponsor provided coupon or promotional item in race participants' bag.

Finish Line Festival Title Sponsor - Estimated product donation \$3000.00 to \$4000.00

- "Your company Name" Finish Line Festival.
- Logo on race shirts, website, email blasts, and promotional materials
- *3 complimentary corporate cup race team entries to the sold out 2011 event.*
- Race web site link
- Sponsor provided sign or banner for display at Finish Line Festival.
- Sponsor provided coupon or promotional item in race participants' bag.
- Pre and post event email marketing to our subscriber list of several thousand:
- EMail #1 Pre Event announcing you as the Finish Line Festival Sponsor and including a trackable offer/coupon from your business.

- EMail #2 Pre Event schedule of events at Finish Line Festival hi-lighting your sponsor ship and including a trackable offer/coupon from your business.
- EMail #3 Post Event Your thank you message to all who came and including a trackable offer/coupon from your business.
- Opportunity to sell your food product to spectators.
- Use of your company name wherever the term "Finish Line Festival" is used including but not limited to our web page, all press releases, broad cast emailings and press interviews for print and television.

Challenge Station Non Profit Captain - [Race Donation to your organization \\$500.00](#)

- Organization name on a challenge station.
- REQUIRES your commitment to provide:
 - o Captain to liaison with race committee and attend pre-race meetings
 - o Execution of challenge captain responsibilities (see attached)
 - o Staff (minimum of 10 volunteers 8am - 3pm).
 - o Materials, construction, and test run of challenge
- Your organization name listed on race shirts, Race web site, etc.
- Organization provided sign or banner for display on race course.
- Organization provided brochure or awareness item in race participants' bag.

Water Stop Non Profit Captain - [Race Donation to your organization \\$250.00](#)

- REQUIRES your commitment to provide:
 - o Captain to liaison with race committee and attend pre-race meetings
 - o Execution of water stop captain responsibilities (see attached)
 - o Staff (8 volunteers 8am - 3pm).
 - o Materials, set up and tear down of water stop
- Your organization name listed on race shirts, Race web site, etc.
- Organization provided sign or banner for display on race course.
- Organization provided brochure or awareness item in race participants' bag.

Challenge Captain Responsibilities:

- a. Understand the concept of your challenge.
- b. Understand how and by whom (if not you) your challenge is to be constructed
- c. Understand the location of your challenge and how the course flows through it
- d. Schedule and complete a rough practice of your challenge to determine the feasibility of the idea. Report to quadrant captain the outcome of the practice. See deadline date in timeline.
- e. Determine and acquire materials needed to run the station at full capacity of 10 people per minute.
- f. Recruit an adequate number of volunteers (minimum 10) to staff the station for 8 hours on race day.
- g. Mandatory attendance at pre-race challenge station meetings and volunteer meetings (this could be up to 3 meetings)
- h. Mandatory test run on location on scheduled date with race committee and Quad Capt. See timeline for deadline date.
- i. Implement any changes that are determined to be necessary after the test run.
- j. Pick up race materials on scheduled date. (Challenge station sign, bib marker, sombrero, etc.)
- k. Supervise the challenge station on race day. Captain must be on site by 8am.
- l. Supervise tear down/cleanup at end of race.
- m. Return race materials to committee.

WATER STOP: one water stop per non profit group

- o Understand how and by whom (if not you) your water stop is to be set up
- o Understand the location of your water stop and how the course flows past it
- o Determine and acquire materials needed to run the water stop at full capacity of 20 people per minute.
- o Recruit an adequate number (minimum of 8) volunteers to staff the station for 8 hours on race day.
- o Mandatory attendance at pre-race volunteer meetings (1 or 2 meetings)

- Pick up race materials on scheduled date. (Water stop sign, etc.)
- Supervise the water stop on race day. Captain must be on site by 8am.
- Supervise tear down/cleanup at end of race.