



2012 Sponsorship Levels

Event Date: May 19, 2012

| Sponsorship Levels | Premiere | Presenting | Patriot | Red | White | Blue |
|--|----------|------------|---------|-------|-------|-------|
| Logo Visibility | \$5,000 | \$2,500 | \$1,000 | \$500 | \$250 | \$100 |
| Promotional Items | | | | | | |
| Logo on promotional item (item TBD-backpack or bag) | X | X | | | | |
| Name of business or logo on front of 5K event t-shirts | X | | | | | |
| Name of business or logo on front of 1K event t-shirts | X | | | | | |
| Back of 5k event t-shirts | | X | X | | | |
| Back of 1k event t-shirts | | X | | | | |
| 5K & 1K event race bibs | X | | | | | |
| Web Site Exposure | | | | | | |
| Event web site home page (with link) | X | | | | | |
| On all event web site pages (with link) | X | X | | | | |
| Sponsors page on web site (with link) | X | X | X | X | X | X |
| Video sponsor on DigElogROCORI.com | X | | | | | |
| Media Exposure | | | | | | |
| Logo on Finish Line Banner | X | X | X | | | |
| Signage displayed on race day | | | | X | X | |
| St. Cloud Times - advertising the event | X | X | X | X | | |
| Cold Spring Record - advertising the event | X | X | X | | | |
| Name Visibility | | | | | | |
| Mentioned during 2 radio interviews or advertisements | X | | | | | |
| Company name on the back of the event t-shirts | | | | X | | |
| Thank you/results article in the Citizen Times | X | X | X | | | |
| Thank you/results article in the Cold Spring Record | X | X | X | | | |
| Table at expo | X | X | X | X | | |
| Promotional inserts in runners' bags | X | X | X | X | X | |
| Race Entries and Pre-Race Reception | | | | | | |
| 10 complimentary race entries - includes t-shirt | X | | | | | |
| 6 complimentary race entries - includes t-shirt | | X | | | | |

Checks can be made payable to American Legion Post 455. Donations are tax deductible.

To ensure that all marketing materials are prepared accurately, sponsorship payment must be received by April 1, 2012. ie t-shirts, signage, promotional items