



2010 12K's OF CHRISTMAS HOLIDAY RUN SPONSORSHIP LEVELS

Sunday, December 19, 2010

2,500+ person event held at Marina Park in Kirkland, WA

12K Run, 5K Run & Walk, free Kids Dash and Post Race Celebration

Event website: www.12ksfchristmas.com

Sponsorship contact: Garett@promotionevents.com / 206-729-9972

2010 12K's OF CHRISTMAS HOLIDAY RUN Sponsorship Benefits	Title \$10,000	Presenting \$7,500	Major \$5,000	Community \$2,500
Naming Rights to the event	"Title"	"Presenting"		
Logo on 2 half-page ads in NW Runner Magazine	✓	✓	✓	✓
Logo on 1 half-page event notification in Kirkland Reporter	✓	✓		
Name mentioning in multiple event calendar listings	✓			
Name mentioned on any event radio buy (pending)	✓			
Name mentioned on PSA's sent to local TV stations	✓			
Name & sponsor info at Seattle Marathon Expo booth	✓	✓		
Name mentioned on 12K's of Christmas facebook page	✓	✓	✓	
Name mentioned in PME mass emails (27,000+)	Three	Three	One	One
Logo included in PME mass emails (27,000+)	Three	One		
Logo or name on all pages of 12ksfchristmas.com website	✓	✓		
Logo with URL link on 12ksfchristmas.com sponsor page	✓	✓	✓	✓
Right to sponsor specific page on 12ksfchristmas.com	✓			
Logo with URL link on Promotionevents.com sponsor page	✓	✓	✓	✓
Logo on 15,000 12K's of Christmas event brochures	✓	✓	✓	✓
Rights to a 3"x3" sponsor coupon in the 15,000 brochures	✓			
Logo on 500 12K's of Christmas event posters	✓	✓	✓	✓
Logo on 2,500 12K's of Christmas event shirts	✓	TBD		
Logo on 2,500 12K's of Christmas participant bib numbers	✓	✓		
Logo on 12K's of Christmas start/finish banner	✓	TBD		
Sponsor banners on start/finish line scaffolding	✓	✓		
Sponsor banners at finish line festival at Marina Park	✓	✓	✓	✓
Rights to a free sponsor booth space at Marina Park	✓	✓	✓	✓
Verbal acknowledgement of support in event script	✓	✓	✓	✓
Rights to pre-event registration at your retail location	✓	✓		
Rights to have a sponsor representative start the races	✓	TBD		
Rights to present top awards at finish line festival	✓	TBD		
Complimentary 12K's of Christmas Race entries (count listed)	15	10	5	5

The 12K's of Christmas has become the Puget Sound Region's premier longer distance winter holiday themed running/walking event. Offering a 7.46 mile 12K, a 5K run/walk, a free kid's dash and a post-race exhibitor area, the event has something for everyone. Serious runners and families alike both attend this healthy & festive event.



Event Benefactor:

Sleep Country Foster Kid's

Event Demographics:

65% female

35% male

35.3 average age