

DAWG DASH

2010 DAWG DASH SPONSORSHIP LEVELS

Sunday, October 24, 2010

2,300 person event held at Husky Stadium in Seattle, WA

10K Run, 5K Run & Walk, free Kids Dash and Post Dash Bash

Event website: www.dawgdash.com

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

2010 Dawg Dash 10K/5K Sponsorship Benefits	Title \$10,000	Presenting \$7,500	Major \$5,000	Community \$2,500
Naming Rights to the event	"Title"	"Presenting"		
Logo on 1 full-page ad in NW Runner Magazine	✓	✓	✓	✓
Logo on 2 half-page ads in Sports NW Magazine	✓	✓		
Name mentioning in multiple event calendar listings	✓			
Logo/name on UWAA Columns ad	✓	✓		
Name mentioned on any event radio buy (pending)	✓			
Name mentioned on PSA's sent to local TV stations	✓			
Name mentioned in one mass email to UW students	TBD			
Name mentioned in one email to UWAA membership	✓			
Name mentioned on Dawg Dash facebook page	✓	✓	✓	
Name mentioned in PME mass emails (27,000+)	Three	Three	One	One
Logo included in PME mass emails (27,000+)	Three			
Logo or name on every page of Dawgdash.com website	✓	✓		
Logo with URL link on Dawgdash.com sponsor page	✓	✓	✓	✓
Right to sponsor specific page on Dawgdash.com	✓			
Logo with URL link on Promotionevents.com sponsor page	✓	✓	✓	✓
Logo on 15,000 Dawg Dash event brochures	✓	✓	✓	✓
Rights to a 3"x3" sponsor coupon in the 15,000 brochures	✓			
Logo on 500 Dawg Dash event posters	✓	✓	✓	✓
Logo on 2,500 Dawg Dash event shirts	✓	✓	✓	✓
Logo on 2,500 Dawg Dash participant bib numbers	✓	✓		
Logo on Dawg Dash start/finish banner	✓	✓		
Sponsor banners on start/finish line scaffolding	✓	✓		
Sponsor banners inside Husky Stadium at Post Dash Bash	✓	✓	✓	✓
Rights to a free sponsor booth space in Husky Stadium	✓	✓	✓	✓
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 Post Dash Bash	✓	TBD		
Complimentary Dawg Dash Race entries (volume stated)	15	10	5	5

The Dawg Dash attracts both UW alum and non-alum alike. As part of the Husky Homecoming festivities, the atmosphere at the event is one of support and fun. The large Post-Dash Bash in Husky Stadium provides a perfect platform for any sponsor.



Event Benefactor:

UW Alumni Association's Scholarship Fund

Event Demographics:

65% female

35% male

35.3 average age