



**2011 FIRECRACKER 5000 5K SPONSORSHIP LEVELS**

Race Date: Friday, July 3, 2011

1,400+ person event held at the Seattle Center in Seattle, WA

5K Run & Walk starting at 11:55pm on the night of July 3rd

Event website: [www.promotionevents.com/firecracker](http://www.promotionevents.com/firecracker)

Sponsorship contact: [Garett@promotionevents.com](mailto:Garett@promotionevents.com) / 206-729-9972

2011 FIRECRACKER 5000 5K Sponsorship Benefits	Title \$7,500	Stadium \$5,000	Major \$4,000	Community \$1,500
Naming Rights to the event	"Title"			
Logo on 2 full-page ads in Northwest Runner magazine	✓	✓	✓	✓
Logo on 2 half-page ads in Seattle Weekly	✓	✓	✓	TBD
Name mentioning in multiple event calendar listings	✓			
Name mentioned on PSA's sent to local TV stations	✓			
Name mentioned on event facebook page	✓	✓	✓	
Name mentioned in PME mass emails (27,000+)	Two	Two	Two	One
Logo included in PME mass emails (27,000+)	Two	One	Two	
Logo or name with URL on all pages of the event website	✓			
Logo with URL link on event website sponsor page	✓	✓	✓	✓
Right to sponsor specific page on the event website	✓			
Logo with URL link on Promotionevents.com sponsor page	✓	✓	✓	✓
Logo on 10,000 Firecracker 5000 event brochures	✓	✓	✓	✓
Rights to a 2"x3" sponsor coupon in the 10,000 brochures	✓			
Logo on 500 Firecracker 5000 event posters	✓	✓	✓	✓
Logo on 1,400 Firecracker 5000 glow in the dark event shirts	✓			
Logo on 1,400 Firecracker 5000 bib numbers	✓	✓	✓	
Rights to a sponsor coupon on the back of the bib numbers	✓	TBD		
Logo on Firecracker 5000 start/finish banner	✓			
Sponsor banners on start/finish line scaffolding	✓	✓		
Sponsor banners on the railings inside Memorial Stadium		✓		
Sponsor banners on the finish line snow fencing		✓		
Sponsor banners onsite at the finish line celebration area	✓	✓	✓	✓
Rights to a free sponsor booth space at the event	✓	✓	✓	✓
Verbal acknowledgement of support in event script	✓	✓	✓	✓
Rights to pre-event registration at your retail location	✓	TBD		
Rights to have a sponsor representative start the races	✓	TBD		
Rights to present top awards at finish line festival	✓	TBD		
Complimentary participant entries into the race (count)	15	10	8	5

The Firecracker 5000 5K is Seattle's only midnight 5K. Starting at 11:55pm on July 3<sup>rd</sup>, participants in this event "run into the Fourth of July". The course route passes a number of Seattle landmarks using the city streets around the Seattle Center before finishing inside Memorial Stadium. Festive shirts with glow in-the-dark ink are given to race registrants.



**Event Benefactor:**

Club Northwest (non-profit track club)

**Event Demographics:**

51% female  
 49% male  
 32.4 average age