



Fremont 5K & Briefcase Relay

2011 FREMONT 5K & BRIEFCASE RELAY SPONSORSHIP LEVELS

Friday, June 10, 2011

1,000+ person event held in Fremont District of Seattle, WA

5K Run & Walk, costumed team relay and beer garden

Event website: www.fremont5k.com

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

2011 FREMONT 5K & BRIEFCASE RELAY Sponsorship Benefits	Title \$7,500	Presenting \$5,000	Major \$3,500	Community \$1,000
Naming Rights to the event	"Title"	"Presenting"		
Logo on 2 half-page ads in Northwest Runner magazine	✓	✓	✓	✓
Logo on 2 half-page ads in Seattle Weekly	✓	✓	TBD	TBD
Name mentioning in multiple event calendar listings	✓			
Name mentioned on PSA's sent to local TV stations	✓			
Name mentioned on Fremont 5K facebook page	✓	✓	✓	
Name mentioned in PME mass emails (27,000+)	Two	Two	One	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 Fremont 5K & briefcase Relay brochures	✓	✓	✓	✓
Rights to a 1"x3" sponsor coupon in the 10,000 brochures	✓			
Logo on 500 Fremont 5K & Briefcase Relay event posters	✓	✓	✓	✓
Logo on 1,000+ Fremont 5K & Briefcase Relay event shirts	✓	TBD	TBD	
Logo on 1,000+ Fremont 5K & Briefcase Relay bib numbers	✓	✓	TBD	
Rights to a sponsor coupon on the back of the bib numbers	✓	TBD		
Sponsor banners on start/finish line scaffolding	✓	✓		
Sponsor banners on stage located at event	✓	✓		
Rights to decorate 1 of 4 briefcase relay exchange zones	✓	✓	✓	TBD
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	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)	10	8	5	5

The Fremont 5K & Briefcase Relay is a quirky Friday evening event that includes a 5K run/walk and a 5-person team relay where race participants must carry a briefcase full of canned food while wearing "business attire" from the waist up. The event has a number of "green" focused initiatives that it has improved on each year.



Event Benefactor:

Solid Ground (non-profit)

Event Demographics:

46% female

54% male

36.8 average age