



2011 GREAT KILTED RUN SPONSORSHIP LEVELS

Sunday, May 22, 2011

600+ person event held at Magnuson Park in Seattle, WA

5K Run & Walk, free Kid’s Dash and post-race celebration & beer garden

Event website: www.promotionevents.com/greatkilted

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

2011 GREAT KILTED RUN 5K Sponsorship Benefits	Title \$5,000	Presenting \$3,500	Major \$2,500	Community \$1,000
Naming Rights to the event	“Title”	“Presenting”		
Logo on 2 half-page ads in Northwest Runner magazine	✓	✓	✓	✓
Name mentioning in multiple event calendar listings	✓			
Name mentioned on PSA’s sent to local TV stations	✓			
Name mentioned on Great Kilted Run facebook page	✓	✓	✓	
Name mentioned in PME mass emails (27,000+)	Two	Two	One	One
Logo included in PME mass emails (27,000+)	Two	One	One	
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 12,000 Great Kilted Run event brochures	✓	✓	✓	✓
Rights to a 1”x3” sponsor coupon in the 12,000 brochures	✓			
Logo on 500 Great Kilted Run event posters	✓	✓	✓	✓
Logo on 600+ Great Kilted Run event shirts	✓	TBD	TBD	
Logo on 600+ Great Kilted Run bib numbers	✓	✓	✓	
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	✓	✓		
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	✓			
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	5	5

Filling a niche in the running community, The Great Kilted Run is a Celtic themed 5K event that strongly encourages race participants to wear kilts. The family focused event includes live Celtic music, a free kid’s dash, free food and a beer garden serving Scottish influenced brands.



Event Benefactor:

TBD

Event Demographics:

54% female

46% male

37.5 average age