



## 2011 RESOLUTION RUN 5K & POLAR BEAR DIVE SPONSORSHIP LEVELS

Race Date: Saturday, January 1, 2011

2,000+ person event held at Magnuson Park in Seattle, WA

5K Run & Walk with optional Polar Bear Dive detour into Lake Washington

Post-race celebration with beer garden, free chili and other hot foods

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

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

2011 RESOLUTION RUN 5K & POLAR BEAR DIVE Sponsorship Benefits	Title \$10,000	Major \$5,000	Polar Title \$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 12,000 Resolution Run & Polar Bear Dive brochures	✓	✓	✓	✓
Rights to a 3"x3" sponsor coupon in the 12,000 brochures	✓			
Logo on 500 Resolution Run & Polar Bear Dive event posters	✓	✓	✓	✓
Logo on 2,100 Resolution Run & Polar Bear Dive event shirts	✓	TBD	TBD	
Logo on 2,100 Resolution Run & Polar Bear Dive bib numbers	✓	✓	✓	
Rights to a sponsor coupon on the back of the bib numbers	✓	TBD		
Logo on Resolution Run & Polar Bear Dive start/finish banner	✓			
Sponsor banners on start/finish line scaffolding	✓	✓		
Sponsor banners on stage located at event	✓	✓		
Sponsor banners on the two docks of the Polar Bear Dive			✓	
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	5	5

The Resolution Run & Polar Bear Dive attracts an adventurous participant base and provides a healthy way to celebrate the New Year's Day holiday. More than 60% of the participants chose to do the optional polar bear dive located at the 3.0 mile mark of the 3.1 mile route. Changing tents, fire pits, free hot food & drink await those who compete in this event.



### Event Benefactor:

Club Northwest (non-profit track club)

### Event Demographics:

57% female

43% male

36.5 average age