



## 2011 VALENTINE'S DAY DASH SPONSORSHIP LEVELS

Race Date: Saturday, February 12, 2011

3,000+ person event held at Green Lake Park in Seattle, WA

5K Run & Walk, free Kid's Dash and post-race celebration

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

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

2011 VALENTINE'S DAY DASH 5K Sponsorship Benefits	Title \$12,500	Presenting \$7,500	Major \$5,000	Community \$2,500
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 Valentine's Day Dash 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 Valentine's Day Dash event brochures	✓	✓	✓	✓
Rights to a 3"x3" sponsor coupon in the 12,000 brochures	✓			
Logo on 500 Valentine's Day Dash event posters	✓	✓	✓	✓
Logo on 3,000+ Valentine's Day Dash event shirts	✓	TBD	TBD	
Logo on 3,000+ Valentine's Day Dash bib numbers	✓	✓	✓	
Rights to a sponsor coupon on the back of the bib numbers	✓	TBD		
Logo on Valentine's Day Dash start/finish banner	✓			
Sponsor banners on start/finish line scaffolding	✓	✓		
Sponsor banners on stage located at event	✓	✓		
Rights to sponsor and decorate the "Tunnel of Love" section of the course route	TBD	TBD	TBD	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		
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 Valentine's Day Dash has quickly become one of Seattle's largest runs. Taking place on the streets surrounding Green Lake Park, registrants can either participate as individuals or on 2-person teams. Many of the participants dress in costumes for this event.



### Event Benefactor:

TBD

### Event Demographics:

68% female

32% male

34.3 average age