



Run For The Cops June 22, 2008

Sponsor Information & Application for the
Run for The Cops

www.runforthecops.com



The Run for The Cops will be held on June 22, 2008. The race will be marketed to over 15 thousand athletes, and numerous other groups throughout the Chicago Metro and Northwestern Indiana areas. We expect 500 or more athletes to register for the race, including serious competitors, casual athletes and local residents. Hundreds of the participants' family and friends along with many local residents are expected to volunteer for the event or watch the race.





Marketing Opportunities

The Run for the Cops offers your business an exciting opportunity to market to thousands of athletes, hundreds of race participants and their family and friend; and numerous spectators.

The Run for The Cops offers sport and non-sport related businesses significant exposure to this highly motivated sports group.

We hope you can join us an make The Run for The Cops the premier event of the Midwest.

Enclosed is information on the sponsorship options and the exposure your business gets for each level of commitment. Please take the time to review this information.

For more information or if you have any questions please contact:
Ed Kerfin 815.483.9387 info@runforthecops.com

Thank you,

Ed Kerfin
Race Director
The Run for The Cops



Sponsorship Benefits

- Association with a thriving and growing community
- Involvement with one of the first races of the season
- Image building opportunities
- Targeted audience of consumers
- Media Coverage
- Product Sampling, with Race Committee approval
- Cross-promotion with other sponsors
- Lots of fun and satisfaction!!!

Sponsorship is a great way to promote. We'll do all the work!

For a fraction of the cost of traditional advertising, a grass roots marketing campaign adds an extra dimension to the consumer experience with your product/service. The consumer not only sees the product but can touch it, hear and use it.

Sponsorships and marketing opportunities are available for all our listed events, and can include sampling/sales, displays, demonstrations, coupons, signage, logo inclusion, in store promotion, web links and more!



Platinum Presenting Sponsor

\$5000 This is an EXCLUSIVE sponsorship level available to only one sponsor

Company Visibility

- ◇ Lead Sponsor Name Recognition
- ◇ Corporate Logo on all advertising posters and media
- ◇ Corporate Logo and link on the Run for The Cops Website
- ◇ Name and Logo on all Race Advertising
- ◇ 5 Complimentary Race Entries
- ◇ First Chance at this sponsorship next year

Race Day Recognition

- ◇ Officiate the Race Start
- ◇ 3 Corporate Banners located in the Start/Finish Area and on the course
- ◇ Spokesperson at the awards ceremony
- ◇ Stage Banner Display
- ◇ Race Day booth space
- ◇ Spot in Race bag for info/product

Diamond Sponsor

\$1000 or Equivalent In-Kind

Company Visibility

- ◇ Corporate Logo on all Advertising posters and Media
- ◇ Corporate Logo and link on the Run for The Cops Website
- ◇ Name and Logo on all Race Advertising
- ◇ 3 Complimentary Race Entries

Race Day Recognition

- ◇ 2 Corporate Banners located in the Start/Finish Area or on the course
- ◇ Stage Banner Display
- ◇ Race Day booth space
- ◇ Spot in Race bag for info/product

Gold Sponsor

\$500 or Equivalent In-Kind

Company Visibility

- ◇ Corporate Logo on all Advertising posters and Media
- ◇ Corporate Logo and link on the Run for The Cops Website
- ◇ Name and Logo on all Race Advertising
- ◇ 2 Complimentary Race Entries

Race Day Recognition

- ◇ 1 Corporate Banners located on the course
- ◇ Race Day booth space
- ◇ Spot in Race bag for info/product

Silver Sponsor

\$350 or Equivalent In-Kind

Company Visibility

- ◇ Corporate Logo and link on the Run for The Cops Website

Race Day Recognition

- ◇ 1 Corporate Banners located on the course
- ◇ Race Day booth space
- ◇ Spot in Race bag for info/product