



**SATURDAY, JUNE 9, 2018 - NTC PARK - POINT LOMA**

### **Military Appreciation Sponsorship**

**On Saturday, June 9, 2018, Please join Integrated Sports Marketing for the Inaugural EDCO Legends 5k (formerly the LT5k) The 5k will benefit local youth sports and will take place at NTC Park at Liberty Station in Point Loma, CA.**

**The following is a proposed sponsorship agreement for the 2018 EDCO Legends 5k.**

#### **Legends 5K to provide:**

##### **Military Appreciation Sponsorship**

- Sponsorship of Military Appreciation Area at the event
  - Recognition as the Legends 5K Military Appreciation Area Sponsor
  - Logo on Military Appreciation Area signage
    - “VIP Area” sponsored by
  - Military Appreciation Area to include
    - Special Military area with food and beverages
    - Meet and Greet opportunity with event celebrities
  - Additional exposure opportunities (specifics below in proposal)
    - Exhibitor space in Military area
    - Entries for active military and family use – each entry includes t-shirts and gift packs and Fun Zone use

##### **Advertising**

- Print advertisements - sponsor logo to be included in promotional print advertisements running in advance of event
- Press Release mentions
  - Mention in event news/press releases

##### **Printed Materials**

- Logo on Event Rack Cards
  - Quantity: 10,000
  - Deadline to activate benefit: March 25<sup>th</sup>
- Logo on Event Posters
  - Quantity: 1,000
  - Deadline to activate benefit: March 25<sup>th</sup>
- Logo on Event Race Bibs
  - Quantity: Min. 1,000
  - Deadline to activate benefit: May 30
- Logo on Event T-Shirts
  - Quantity: Min. 1,000
  - Deadline to activate benefit: May 30



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### **On-Site Exposure**

- Exhibitor Tent
  - Area for one (1) 10' x 10' tent (sponsor to provide tent, table, chairs, etc.)
  - Opportunity to display signage in tent
  - Opportunity for lead generation and product sampling/sales
  - Two (2) Exhibitor Badges
- Banner – One (1) banner to be displayed in start/finish line area (banner to be provided by sponsor)
- Start/Finish Line Public Address mentions

### **Online Exposure**

- Logo included in two (2) e-newsletters
  - Distribution: Minimum 5,000
- Mention on Legends 5K Facebook fan page
- Logo on Homepage of [www.legends5k.com](http://www.legends5k.com)
- Logo on Partners Page of [www.legends5k.com](http://www.legends5k.com)

### **Hospitality**

- Two (2) Invitations to VIP Meet & Greet area at event
  - Includes opportunity to meet and take photo with celebrities in area
- Thirty (30) event entries (each entry includes event t-shirts and gift packs)
- Opportunity for discount for additional company entries (minimum 25 participants)

### **Miscellaneous**

- Opportunity to include one (1) mutually agreed upon item/prize in gift packs (sponsor to provide promotional pieces)
  - Each paid participant will receive race gift pack with amenities from sponsors
  - Quantity: Minimum 1,000
- Opportunities to donate item(s) for raffle and / or auction – i.e. gift cards, etc.
  - Raffle will take place during awards ceremony
- Use of the Legends 5K Logo

**Package Price: \$7,500**