

TARTAN TROT PRESENTING SPONSOR 2016

PRESENTING SPONSOR: \$10,000

Publicity and Promotion Opportunities

Prominent placement of corporate logo in all Pre-Race advertising including:

- ❖ Opening page of Tartan Trot Website and other Running Websites
- ❖ Race Posters (will be placed in businesses in Dunwoody/Sandy Springs area)
- ❖ Race Registration Forms (will be sent to 15,000+ potential runners)
- ❖ 3'x6' Banner on Mt. Vernon Rd. for 3-4 weeks prior to race
- ❖ Table centerpieces for pre-race Dinner

Race Day Publicity and Post Race Advertising

Corporate logo prominently placed on:

- ❖ Official Race Shirt given to all participants and volunteers
- ❖ Finish Line Banner
- ❖ Race Appreciation Flyer given to all participants

Other Publicity and Promotion

- ❖ Verbal Mention throughout hour prior to start of race and also awards ceremony
- ❖ Opportunity for Premier Promotional Space on race day
- ❖ 20 Free Race Registrations with t-shirts



OTHER TARTAN TROT SPONSORSHIP LEVELS

	Racing \$5000	Sprinting \$2500	Running \$1250	Jogging \$500	Trotting \$250
Logo on back of shirt	✓	✓	✓	✓	
Logo on event signage	✓				
Verbal acknowledgement at race start & awards	✓	✓	✓	✓	
Formal mention at Pre-Race dinner	✓	✓	✓	✓	
Promotional space on race day	✓	✓	✓	✓	
Number of complimentary race entries	10	8	6	4	3
Logo on posters to be placed in Dunwoody businesses (must be received by Oct. 1)	✓	✓	✓	✓	
Logo on Tartan Trot website	✓	✓	✓	✓	
Logo on Finish Line banner	✓	✓	✓		

