

TARTAN TROT PRESENTING SPONSOR 2018

PRESENTING SPONSOR: \$15,000

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 at awards ceremony
- ❖ Opportunity for premier promotional space on race day
- ❖ 30 FREE race registrations with t-shirts



OTHER TARTAN TROT SPONSORSHIP LEVELS

	\$10,000	\$5,000	\$2,500	\$1,250	\$500	\$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	20	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	✓	✓	✓	✓		



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