



# 1st Annual "Run from Winter" 10K

## Marketing Opportunities

### Sponsorship Opportunities

**Banner Placement ..... \$500**

*Your banner will be placed at the start/finish line.*

**Mile Mark Sign ..... \$200**

*Your sign will be placed at one of six mile mark locations along the course.*

**T-Shirt Advertisement ..... \$125**

*Your logo will be placed on the back of our long sleeve race t-shirt which will be given to the first 250 race participants.*

**Race Booklet Advertisement**

*The race booklet will be given to all race participants.*

Full Page Ad (5 x 8) ..... **\$100**

Half Page Ad (4 x 5) ..... **\$ 75**

Business Card Ad (2 x 4) ..... **\$ 50**

Boosters (two lines) ..... **\$ 20**

**Become a Friend**

*Consider making a monetary donation to Middle Earth. Your name will be listed in our race booklet, and your donation will impact hundreds of young lives.*

### In-Kind Donations

**First Place Male/Female Prize**

*Donate a prize for the first place finishers of the race. Your donation will be recognized in the race booklet and during the award ceremony.*

**Gift Cards (other top finishers)**

*Donate a gift card from your business as a prize for top finishers in the race.*

**Water & Cups for Water Stations**

*Provide the water and cups for the water stations throughout the race course. Use the water stations to advertise your company with your banners or signage.*

**Post Race Food**

*Provide the food for runners upon completion of the race. Food could include: bagels, cream cheese, butter, fruit, granola bars, water, Gatorade, etc. Use the food table to advertise your company with your banners, signage, brochures, etc.*

**Goody Bag Items**

*Donate a promotional item to include in 250+ goody bags for race participants. Promotional items could include bags, water bottles, magnets, pads, pens, key chains, chapstick, etc.*

**Event Details:** Sunday, March 21, 2010 at 9:30 a.m. in Duke Island Park in Bridgewater, NJ

**Beneficiary:** The event benefits Middle Earth, a local nonprofit that has been working with middle and high school children during their out-of-school time for almost 40 years. Our caring staff builds trusting relationships with youth to help them make positive decisions, learn constructive uses of their free time, obtain marketable skills for employment, reach out through volunteerism, improve academics, learn respect for themselves and others, and connect with more services if needed. Visit [www.middleearthnj.org](http://www.middleearthnj.org).



**To Get Involved:** Contact Barbara Lyons at Middle Earth.

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