



Concessionaire Sponsorship
November 18, 2012
www.runrubenrun.com

Event Information

On Sunday, November 18, 2012 1,500 runners will hit the roads of downtown Birmingham for the second annual Ruben Studdard Half Marathon, 5k, and Fitness Festival. This will be a full weekend of fitness and fun bringing in thousands of runners, families and friends from Birmingham, the state of Alabama, and all around the country to enjoy downtown Birmingham.

Sponsorship Overview

Marketing through running events is one of the fastest growing segments of event sponsorship. Major corporations continue to tap into the growing popularity of running and fitness. The coveted runner demographic includes high trends in education, household income and purchasing power. The Ruben Studdard Celebration Weekend sponsorship packages offer a host of options including traditional event elements, media inclusion, public relations, social media, direct and web marketing in addition to the 2-day expo and Finish Line Festival.

Community Benefits

The Celebration Weekend will benefit The Ruben Studdard Foundation for the Advancement of Children in the Music Arts which promotes the essential role of the arts in education through learning initiatives for the development of students in the Greater Birmingham Area. More support through these integrated sponsorship packages equates to a stronger promotion of the event locally and nationally which increases the participation of both competitors and local residents and ultimately raises more charitable funds and awareness for this important charity.



Concessionaire Sponsorship Description

Local involvement in the event will play a key role in its success in upcoming years. We are providing a special concessionaire sponsorship package for restaurant and food vendors in Birmingham, giving each an opportunity to sell food, drinks and other products to participants and spectators.

Concessionaire Sponsorship Benefits

- At-event marketing space at Finish Line Festival
- Banner display rights at Finish Line Festival
- Company message included in event PA announcements



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