



Entertainment & Stage 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.

Entertainment & Stage Description

The Finish Line Festival will be the epicenter of action during the Ruben Studdard Celebration Weekend. Becoming the title or presenting sponsor of the Entertainment Stage is a great way for your business to receive major exposure and associate your brand with Ruben Studdard Entertainment.

Entertainment Sponsorship Benefits

- The entertainment sponsor is branded as the host of the entertainment stage Finish Line Festival
- Multiple large banners (8' x 3') adorning the entertainment stage
- At-event marketing space at 2 day expo and finish line marketing space adjacent to stage
- Major sponsor logo and web link on event website
- E-blast to all competitors announcing sponsorship and messaging any promotions
- Logo inclusion on all event banners produced and displayed during the event
- Logo on event tee shirts



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