



**Expo Sponsorship**  
**November 18, 2012**  
[www.runrubenrun.com](http://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.



## Expo Sponsorship Description

At-event marketing will play a key role for our expo sponsors in making the Ruben Studdard Celebration Weekend an event and not just a race. This package is designed to allow businesses to showcase their products and services directly to event participants and spectators. Event expo space includes two full days prior to the race, as well as finish line expo space on event day.

## Expo Sponsorship Benefits

- 10x10 marketing space at 2 day packet-pickup/ expo leading up to race day
- 10' x 10' marketing space at Finish Line Festival
- Includes banner display rights



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& PARTNERS**

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