



Health & Wellness 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.



Health & Wellness Sponsorship Description

We are currently seeking Health & Wellness Sponsors that would like to provide complimentary services & consults to athletes on race day. This is a great way for those in the field of orthopaedics, sports medicine, chiropractic, and massage therapy for example, to market its practice to targeted and potential new customers. Since you would be providing your services at the event, we extend a 50% discount off the BHAM sponsorship package.

H&W Sponsorship Benefits

- At-event marketing space at Finish Line Festival
- Banner display rights at Finish Line Festival
- Sponsor name/logo included on event website
- Company message included in event PA announcements



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