



Sponsorship Opportunities - 2012 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.

Birmingham is a unique city filled with culture, art, and entertainment, and has a lot to offer to make for a memorable race experience.

This event will benefit the Ruben Studdard Foundation through sponsorships and other charitable groups while driving positive economic impact to Birmingham.

Sponsorship Overview

Community and corporate sponsorship is important to the success of the Ruben Studdard Celebration Weekend. Sponsorship is a great way to promote your business, support health and wellness, team build, and become involved in the community.

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.



Participant Demographics

- There are over 37 million runners in the U.S. 11 million run at least 100 times per year
- Runners spend \$125 billion on health-related goods and services
- 16 million runners have a household income of \$75,000 or more. Nearly 55% hold a college degree versus the national average of 33%
- In 2007, runners spent \$8.5 billion on their sport with \$2 billion going to the purchase of footwear. 30% of runners buy 4 or more pairs of shoes per year

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.



| SPONSORSHIP LEVELS | Title Sponsor | Presenting Sponsor | Official Category Sponsor | Corporate Sponsor |
|----------------------------------|---------------|--------------------|---------------------------|-------------------|
| ENTITLEMENT | | | | |
| First position naming | ● | | | |
| Second position naming | | ● | | |
| Category exclusivity | ● | ● | ● | |
| MEDIA | | | | |
| TV/Radio media partner inclusion | ● | ● | ● | |
| Print media partner inclusion | ● | ● | ● | |
| Public relations | ● | ● | ● | ● |
| Social media | ● | ● | ● | ● |
| DIRECT MARKETING | | | | |
| E-newsletter | ● | ● | ● | ● |
| WEB MARKETING | | | | |
| Home page logo | ● | ● | ● | ● |
| Web sponsor promotions | ● | ● | ● | ● |
| Logo on sponsor page | ● | ● | ● | ● |
| EVENT WEEK | | | | |
| Event entries / VIP amenities | ● | ● | | |
| Awards & presentations | ● | ● | | |
| Finish flags | ● | ● | | |
| Logo on race bibs | ● | ● | | |
| Event signage rights | ● | ● | ● | ● |
| PA announcement | ● | ● | ● | ● |
| Booth space 2-day expo | ● | ● | ● | ● |
| Finish festival space | ● | ● | ● | ● |
| Goody bag inclusion | ● | ● | ● | ● |

Sponsor Benefits

- Build brand loyalty with coveted demo through multiple at-event branding options.
- Full sampling and sales rights at 2-day expo with thousands of attendees and at the finish line festival.
- Category exclusivity available.
- Direct marketing via event e-newsletters.
- Cause marketing tie-in with event charity.

