

SPONSOR & EVENT EXPOSURE

RACE APPLICATION:

GOLD sponsors' company logo or name will appear on our professionally printed race application, compliments of our GOLD sponsor *Maraco Press*. **Sponsorship and camera-ready logo artwork must be received by 6/17/05.** (10,000+ circulation to local and surrounding area). An electronic version of the race application will also be available to download from our event website: www.StatesboroPacers.com.

RACE POSTER:

GOLD sponsors' company logo or name and **SILVER sponsors'** name will appear on our professionally printed promotional race poster. **Sponsorship and camera-ready logo artwork must be received by 6/17/05.** (300+ circulation to local and surrounding area)

RUNNER'S T-SHIRTS:

GOLD & SILVER sponsors' company logo or name will also appear on the back of our event's high-quality T-shirts, printed by our GOLD sponsor *VarsityInc.com*. **Sponsorship and camera-ready logo artwork must be received by 6/30/05.** (Est. 400+ T-shirts distributed to all event participants, sponsors, and as promotional gifts)

RADIO:

GOLD sponsors' names will be announced by *103.7 The Boomer*, our GOLD sponsor radio station, when they are promoting this event. Additionally, they will be covering our event live on race day, continuing to mention our GOLD sponsors' names. Public Service Announcements will also be submitted to the Georgia Southern University Radio Station and other area Radio Stations.

NEWSPAPER:

GOLD sponsors' names will appear in our GOLD sponsor's newsletter, *The Eleventh Hour* and in the promotional space purchased in the *Statesboro Herald* and *George-Anne* (GSU's campus newspaper) for this event. Additionally, these papers have historically offered pre- and post-race coverage. We'll request they do the same this year.

GEORGIA SOUTHERN'S RECREATION ACTIVITY CENTER (RAC):

GOLD, SILVER, & BRONZE sponsors' logo or name will appear in a variety of promotional fliers, brochures, banners, and posters produced by CRI's PR office. These promotional items will be distributed and/or displayed throughout the RAC in areas that receive maximum exposure to Georgia Southern students, faculty, and staff. **Sponsorship and camera-ready logo artwork must be received by 6/30/05.** CRI submits these promotional pieces to Georgia Southern's media relations office for further event promotion across campus and to SILVER sponsor *Georgia Southern Alumni*.

EVENT WEBSITE (WWW.STATESBOROPACERS.COM):

GOLD, SILVER, & BRONZE sponsors' name will appear on the Statesboro Pacers' website, and an electronic version of the race application will be available to download. This website's link will be added to all surrounding running club's websites (e.g., Savannah Striders, Millen Milers and More, Augusta Striders, Macon Tracks Running Club, Robins Pacers [Warner Robins], etc.). Additionally, the Pacers heavily promote this event throughout the running community.

RACE PACKETS:

GOLD, SILVER, & BRONZE sponsors are encouraged to include a promotional piece from their company in our participants' race packets. **Promotional materials must be received by 10/7/05** for this direct mail opportunity. (Est. 400+ race packets)

RACE DAY:

GOLD sponsors are invited to present a booth display representing their company the day of the event (10/15/05). We'll provide you with a 30 x 60 table by 7:00 a.m. that day. **GOLD, SILVER, & BRONZE sponsors'** names will be mentioned at the Award's Ceremony on the day of the event. **Sponsors' Prize Packages** will also be given out at this time.

TELEVISION:

GOLD sponsors' names will appear in the promotional space purchased by CRI on Northland Cable, Channel 2. Additionally, this event will be posted via Public Service Announcements on Northland Cable, Channel 2.