



April 13 & 14, 2012

Palmetto Half Marathon

2012 Sponsorship Opportunities



PALMETTO HALF MARATHON

April 13 & 14, 2012

The third annual Palmetto Half Marathon will be held at the Village at Sandhills. It's not just a race but an event to strengthen and support our community. Last year we had over 1500 participants and this year we hope to **DOUBLE** participation by attracting more than 3,000 runners and walkers. In addition to outstanding participation, last year's event raised over \$30,000 to support Friends of Juvenile Justice and D.I.V.A., Inc. in the Columbia area.



The 2012 event will feature our scenic Half Marathon but also include an Expo, Youth Half Marathon, 5K and Kids Fun Run. The proceeds will benefit two local charities – **Daybreak Crisis Pregnancy Center** and **Work in Progress**. These organizations are an integral part of our community by providing much needed support and services to residents throughout the Columbia area.



DAYBREAK CRISIS PREGNANCY CENTER

The mission of Daybreak Ministries is to offer practical services in a compassionate and responsive manner that will empower women, men, and families to choose life for their pre-born child. We offer hope, healing and the truth of God's love through: abstinence education, all stages of crisis pregnancy, and comfort during the aftermath of devastating decisions.



The mission of Work In Progress is to provide qualified candidates to the local job market by referring people who have experienced mental illness or emotional problems to the appropriate job opportunity.

Work in Progress provides individual placement and support programs that provides intense job coaching and follow along services within Lexington and Richland Counties.

Did You Know...?

- There are over 37 million runners in the US – 11 million run at least 100 times per year.
- Runners spend \$125 billion on health-related goods and services.
- Major corporations continue to tap into the growing popularity of running and marathons.
- The coveted runner demographic includes high trends in education, household income and purchasing.
- Favorite distances for female runners include 5K, 10K and HALF MARATHON.
- Favorite distances for male runners include 10k, HALF MARATHON and marathon.
- In two short years the Palmetto Half Marathon has reached national and international exposure via participation. In 2010 the inaugural race included:
 - 1,250 participants
 - 26 US States represented by participants
 - 2 Countries represented by participants



2012 Palmetto Half Marathon Event will include:

- Friday, April 13, 2012
 - EXPO
 - Youth Half Marathon – Final Mile
- Saturday, April 14, 2012
 - Half Marathon (13.1 miles)
 - 5k (3.1 miles)
 - Kids Fun Run

Your support of these endeavors helps our community and puts your organization in front of thousands of current and potential customers! We look forward to your partnership in the Palmetto Half Marathon.



2012 SPONSORSHIP OPPORTUNITIES

	Presenting* \$10,000	Youth Half \$5,000	5K \$3,000	Gold \$2,500	Silver \$1,500	Bronze \$500
Presented By naming exclusivity	X					
Category exclusivity	x	X	X	X		
Logo with link included on the website	X	X	X	X	X	X
Logo on posters	X					
Logo on print advertising	X					
Logo on Half Marathon shirts	X	X	X	X	X	X
Logo on 5K shirts	X		X			
Logo on Youth Half Marathon shirts	X	X				
Logo included on eblasts	X	X	X	X	X	X
Logo on event bag	X					
Logo included on post-race Thank You letters & advertising	X					
Logo included on Start/Finish banners	X					
Company banners displayed throughout the event	10	3	3	2	2	
Name mentioned in social media campaign	X	X	X	X	X	
Name mentioned in press releases	X					
Name mentioned in radio commercials	X					
Packet pick-up display rights with large booth	10x10					
Promo item included in race packets (provided by company)	X	X	X	X	X	X
Company recognition during PA announcements	X	X	X	X		
Link from company website to Palmetto Half Marathon site	X	X	X			
Complimentary entries into race of choice	5	3	3	2	1	
Booth space at the event	20x20	10x10	10x10	8x8	8x8	8x8
First right of refusal for future events	X					

• All Sponsorship Opportunities are cash only.

*Presenting Sponsor commitment is a 2 year cash investment of \$10,000 in 2012 and \$15,000 in 2013.



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palmettohalfmarathon.com



Palmetto Half Marathon

Sponsorship Commitment Form

April 13 & 14, 2012

Company/Organization Name: _____

Address: _____

City/State: _____ Zip Code: _____

Contact Name: _____

Contact Phone: _____

E-mail: _____

Authorized Signature: _____

Printed Name (if different than above): _____

Title: _____

SPONSORSHIP COMMITMENT LEVEL:

- Presenting (2 yrs.- \$25,000) Youth Half Marathon (\$5,000) 5K Event (\$3,000)
 Gold (\$2,500) Silver (\$1,500) Bronze (\$500) Expo (\$200)
 Race Day Food (\$5,000) Radio (\$8,000) Print (\$5,000) TV (\$10,000)
 Other \$ _____

Logo, Sponsorship Commitment Forms and payments must be received by February 10, 2012, to ensure your name and/or logo will appear on the T-shirt.

Please make checks payable to Palmetto Half Marathon.

Mail Sponsorship Commitment Forms and checks to:

Palmetto Half Marathon c/o NTBC, 6515 North Trenholm Road, Columbia, SC 29206

Questions? Please call Jaime Lomas, Eggplant Events (803) 600-1800

info@palmettohalfmarathon.org