

Sponsorship Opportunities

For



World Run Day 2008: (city name)

Prepared by: \_\_\_\_\_

# WORLD RUN DAY - 2008

## Sponsorship Opportunities - 2008

### **I. Event Summary**

Imagine the drama created by runners all over the world as they celebrate their passion for fitness and charity on one special day: World Run Day - November 9, 2008. Runners, in groups formed by regional event directors and as runners registered individually, chart their own unique running courses and donate to help their favorite charity. The courses located in all sectors of the globe bring unique cultural influences to the celebration. All bring a special magic for one unparalleled day. The freedom of these groups and individuals to celebrate running while using the entire world as a stage for humanitarian contributions can paint an extraordinary picture: a mosaic of runners, coming together via the internet, different countries, different cultures, creating an 'international day of charity.'

### **II. Charitable Overlay**

On World Run Day, the 'Power of Running' is manifested when runners pledge contributions to help charities throughout the world. This is a chance for fitness runners to link with one another on a global level. They share the celebration of fitness thru running while also celebrating charitable giving. The grand total of monies raised will be announced with an international press release following the event.

With your sponsorship, the potential for donations to be collected at a local level can be very significant.

### **III. Leverage Your Corporate Contribution**

With your World Run Day sponsorship, you are guaranteed a place in history, a place in the hearts of runners, and an unparalleled memory secured in the minds of the global running community in \_\_\_\_\_. You will reach an audience of running enthusiasts and charitable organizations in a month-long promotional campaign via the Internet and the local media. Running websites, international running organizations, and runners themselves will be reached from our international event site [www.runday.com](http://www.runday.com). Reaching both active and charity-minded individuals on an international basis will:

- Increase your charitable identity
- Expand international branding opportunities
- Increase sales revenue
- Generate web traffic from the [www.runday.com](http://www.runday.com) site
- Showcase twenty-first century innovation using the internet
- Grab media attention

#### **IV. Sponsorship Opportunities: Matching Creativity with Creativity**

World Run Day™ happens on one highly anticipated day. Your leadership role entitles you to the following:

- Official sponsorship status
- Product display linked to local event results
- Corporate mention on local event registration website
- Cooperative advertising opportunities

World Run Day admires the creative talents of your marketing/advertising team. It will support creative ventures that your organization is willing to pursue.

#### **V. Sponsorship Levels:**

- **Premier**      \$\_\_\_\_\_
- **Gold**        \$\_\_\_\_\_
- **Silver**       \$\_\_\_\_\_
- **In-Kind**
- **Media Barter**

Please refer to the following page for benefits of each sponsorship level.

This proposal was created for the express use of World Run Day Group Event Directors.  
It may be used at no charge by our event directors to host World Run Day 2008

No.	Benefit	Sponsor Level				
		Premier	Gold	Silver	In-Kind	Media
1.	Official sponsorship status	X	X	X	X	X
2.	Logo displayed on start/finish banner, display banners, posters, brochures, and all application forms.	X				
3.	Name displayed on bottom of posters, brochures, and all publicity materials.		X			
4.	Coupons to all participants Product samplings (optional)	X	X	X		
5.	Help assist in corporate team recruitment - opportunity to create a station corporate team with pledges to one or more charities.					X
6.	Assignment of personality to event. Production of one promotional spot. Six to eight promotional spots per day for six to eight weeks. Participation of station/personality in all pre-event promotions (parties, etc.)					X
7.	Opportunity to advertise using World Run Day Logo	X	X	X	X	X
8.	Mentions in all local press releases and collateral materials	X	X	X	X	X
9.	Opportunity to announce results in local press conference	X	X			
10.	Cooperative Advertisement	X	X	X	X	X

**For more information contact:**

Name:

World Run Day Event Director - (city name here)

Address:

Telephone: