



# Guide To Sponsor Benefits

The AthHalf Half Marathon attracts thousands of runners and spectators every year. As AthFest Educates' flagship fundraiser sponsors enjoy a high level of visible impressions with young families and up-and-coming professionals.

## LEVEL 1 PLATINUM

### Sponsorships of \$5,000 Receive:

- A booth during the Health and Fitness Expo
- A booth (10' x 10') in race finish line area
- Logo on advertising: billboards, print, online radio, online display, posters and t-shirts
- Logo on race mile markers
- Logo on the race website and link to sponsor's website
- Banners (6) will be hung at start and finish lines
- A promotional ad in the virtual race registration bags
- 4 race shirts and 4 free race registrations

## LEVEL 2 GOLD

### Sponsorships of \$2,500 Receive:

- A table during the Health and Fitness Expo
- Logo on advertising: print, online display, posters and t-shirts
- Logo on the race website and link to sponsor's website
- Banners (4) at start and finish lines
- A promotional ad in the virtual race registration bags
- 2 race shirts and 2 free race registrations

## LEVEL 3 SILVER

### Sponsorships of \$1,000 Receive:

- A table during the Health and Fitness Expo
- Logo on print advertising
- Logo on race t-shirts
- Logo on race posters/flyers
- Logo on the race website and link to sponsor's website
- Sponsor's banners (2) at start and finish lines
- Ad in the virtual race registration bags
- 2 race shirts and 2 free race registrations

## LEVEL 4 BRONZE

### Sponsorships of \$750 Receive:

- Logo will be displayed on race t-shirts
- Logo will be displayed on race posters/flyers
- Logo on race website with link to sponsor's site
- Ad in the virtual race registration bags
- 1 race shirt and 1 free race registration

## LEVEL 5 PATRONS

### Sponsorships of \$500 Receive:

- Logo on race website and link to sponsor's website
- Ad in the virtual race registration bags
- 1 race shirt and 1 free race registration

## HEALTH AND FITNESS EXPO

Promote, display, distribute samples or sell your products at our Health and Fitness Expo. This Expo is free and open to everyone. The Expo is the site for registration packet pickup.

- 10 x 10 ft. Booths are \$250 and include a 10 x 10 ft. space, 8 ft. table, table cloth and 2 chairs
- 8 ft. Tables are \$100 and include a 8 ft. table, table cloth and 2 chairs. Table displays only and does not include additional floor space

*Electricity, high speed internet, TVs and monitors, extra tables and more are available to rent through the Classic Center at: [riccorp.com/tchtml/ewo.htm](http://riccorp.com/tchtml/ewo.htm)*

## VIRTUAL RACE PROMOTION \$100:

Includes a promotional advertisement in the Virtual Race Bag sent to every registered runner. This online goody bag is available exclusively to registered runners. There are 3 separate emails promoting the bags to the runners. Your ad can be sent camera-ready or be prepared by Flagpole for a small fee.



# Call Us! 706-549-0301

AthFest Educates is a 501(c)3 non-profit organization benefiting music and arts education programs.



# Sponsor Benefits Breakdown

BENEFITS	SPONSOR LEVELS				
	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1,000	BRONZE \$750	PATRON \$500
Booth at Health and Fitness Expo	✓				
Table at Health and Fitness Expo		✓	✓		
Logo in TV Advertising	✓				
Online Radio Advertising Mentions	✓				
Logo on Billboards	✓				
Logo on Race Mile Markers	✓				
Logo on Print Ads	✓	✓	✓		
Logo on Event Posters	✓	✓	✓		
Banners at Start and Finish Lines	6	4	2		
Ad in Virtual Race Registration Bags	✓	✓	✓	✓	✓
Logo on Website	✓	✓	✓	✓	Name Only
Logo on Runners' T-shirts	✓	✓	✓	✓	
Race T-shirts	4	2	2	1	1
AthHalf Race Registrations	4	2	2	1	1



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