

SLEEPY HOLLOW 10K



RUN FAST....OR ELSE !

SATURDAY, OCTOBER 20th

LOCAL EVENT TO SHOWCASE YOUR BRAND AND ENGAGE CONSUMERS

HIGHLIGHTS

- The 3rd Annual 'Run for Your Life' Halloween Road Race, **benefiting the RTR Outreach Fund**
- Scenic course includes views of Headless Horseman Bridge and the Old Dutch Church
- Ability to host customized marketing platform extensions can include: product showcases, sampling, branding through signage



2012 EVENTS

- 10K Race start: 9:30 am
- Kids Costume 1 Mile Fun Run start: 9:00 am
 - o Includes FUN BUS, face painting & more!
- Estimated Number of Participants: **1,000+**
- Estimated Onsite Audience: 400

Sponsorship Assets and Benefits

- Website Exposure – 600,000+ page requests
- RTR Email Blasts – 1,700+ audience
- Facebook – 4,000+ friend exposure
- Other email advertising blasts – 15,000+
- Opportunity for product/brand integration
 - Signage, sampling, start & finish line announcements, coupon & product

2011 Event Participant Profile

- | | |
|-----------------------------|-----|
| • Sleepy Hollow / Tarrytown | 15% |
| • Westchester – Other | 28% |
| • Non – Westchester | 10% |
| • NYC – Five Boroughs | 33% |
| • New Jersey / Connecticut | 11% |
| • Out of area | 3% |

PARTNERSHIP PACKAGES

THE GRIM REAPER SPONSOR

- Company logo on Sleepy Hollow Halloween 10K promotional print >1,500 postcards, 100 posters
- “Sponsored by” sign at the start/finish location & Kids’ activities area plus sponsor announcements during race
- Recognition in Event Press Release
- Product sampling/promotional table available at event
- Opportunity to display signage and banners at event
- Company logo on five Sleepy Hollow Halloween 10K email blasts
- Recognition and hyperlink on Sleepy Hollow Halloween 10K webpage (www.rivertownrunners.org)
- Company **logo** on 1,000+ race t-shirts

Investment **\$1,500**



THE HAUNTED HOUSE SPONSOR

- Company logo on Sleepy Hollow Halloween 10K promotional print >1,000 postcards, 100 posters
- “Sponsored by” sign at the Haunted House location
- Product sampling/promotional table available at event
- Company logo on three Sleepy Hollow Halloween 10K email blasts
- Opportunity to display signage and banners at event
- Recognition and hyperlink on Sleepy Hollow Halloween 10K webpage (www.rivertownrunners.org)
- Company **logo** listed on 1,000+ race t-shirts

Investment **\$1,000**

THE DEVILISH SPONSOR

- Company logo on two Sleepy Hollow Halloween 10K email blasts
- Opportunity to display signage and banners at event
- Recognition and hyperlink on Sleepy Hollow Halloween 10K webpage (www.rivertownrunners.org)
- Company name listed on 1,000+ race t-shirts

Investment **\$666**

RIVERTOWN RUNNERS BACKGROUND

- Local not-for-profit organization (501 (c) 3 designated under RRCA)
- Dedicated to developing community running events for members and other runners
- Mission is to benefit local charities and put the ‘fun’ back in the run
- Members enjoy running for sport, recreation and health



PARTNERSHIP PACKAGES CONTINUED

THE SCARECROW SPONSOR

- Opportunity to display signage and banners at event
- Recognition and hyperlink on Sleepy Hollow Halloween 10K webpage (www.rivertownrunners.org)
- Company name listed on 1,000+ race t-shirts

Investment **\$300**



THE PUMPKIN SPONSOR

- Company name listed on 1,000+ race t-shirts

Investment **\$150**



RivertownRunners

For more information on how a partnership with this exciting event can support your business initiatives and elevate your brand, contact:

RIVERTOWN RUNNERS

Attn: Kristen Idalski

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