

Kids Marathon Mile Title \$30K

The Kids Marathon Mile is a special part of the Tri-City Medical Center Carlsbad Marathon weekend of events that takes place the day before the marathon at LEGOLAND® California. It has its own marketing and advertising plan but is also promoted with the marathon. It attracts 3,000 children and their parents who run, walk, skip or stroll this just-for-fun, 1-mile route through LEGOLAND®. Each paid participant receives a T-shirt and finisher's medal. In addition, participants age 12 & under receive a ticket for free admission to the park and a coupon for 50% off up to two additional adult tickets. As the title sponsor of the Kids Marathon Mile your company name would be positioned in front of the event name.

Print Promotions

- Logo prominently included on race entry forms/promotional postcards distributed at hundreds of locations throughout San Diego County and at dozens of elementary schools
- Logo prominently included on final event instructions
- Logo prominently included on bib numbers worn by event participants

Apparel

- Logo prominently included on Kids Marathon Mile participant shirts
- Logo included on race weekend volunteer shirts

Electronic Media

- Company name included in pre-event promotional radio spots (minimum of 150 spots) on the official Kids Marathon Mile radio sponsor's station

Print Media

- Logo included in print advertising for the Kids Marathon Mile

Web & Social Media

- Logo included on the Tri-City Medical Center Carlsbad Marathon website
- A link will be established between the marathon site and your website
- Company logo included in pre-event eblasts
- Information about your company and your sponsorship featured in one (1) Tri-City Medical Center Carlsbad Marathon e-newsletter
- Announcement of sponsorship on social media channels
- A minimum of two (2) additional social media posts with content provided by sponsor (date and content of posts to be approved by the event)

Public Relations

- Introduction as title sponsor of the Kids Marathon Mile through a press release online and offline publications
- Opportunity for company officials to start the Kids Marathon Mile race

Sales/Promotions

- 10' x 20' booth space at the Kids Marathon Mile where product can be sampled, displayed or demonstrated
- Opportunity to create cross-promotions, sweepstakes, etc. using Kids Marathon Mile logo

Onsite Exposure

- Prominent banner placement at the start and finish lines (maximum of 8 banners)
- Recognition by announcers throughout the event

Hospitality

- Eight (8) invitations to the Heroes Reception
- Eight (8) invitations to the VIP Finish Line Breakfast
- Twenty (20) complimentary individual entries for the Kids Marathon Mile

Other

- Logo featured on Kids Marathon Mile participant medals
- Right of first refusal for 2019 Kids Marathon Mile

Gold \$20K Official Product or Service

As a gold sponsor, you will receive extensive benefits and will be recognized as an official product or service of the Tri-City Medical Center Carlsbad Marathon.

Print Promotions

- Logo included on race promotional postcards
- Logo included on final race instructions

Apparel

- Logo included on full and half marathon participant shirts
- Logo included on race weekend volunteer shirts

Print Media

- Logo included in print advertising for the event

Web & Social Media

- Logo included on the Tri-City Medical Center Carlsbad Marathon website
- A link established between the marathon site and your website
- Company logo included in pre-event eblasts
- Announcement of sponsorship on social media channels
- A minimum of one (1) additional social media post with content provided by sponsor (date and content of post to be approved by the event)

Sales/Promotions

- 10' x 10' space at the Health & Lifestyle Expo where product can be displayed, demonstrated and/or sold
- Opportunity to create cross-promotions, sweepstakes, etc. using Tri-City Medical Center Carlsbad Marathon name and/or logo
- Opportunity to sample/demonstrate your product or service to members of In Motion Fit (official Tri-City Medical Center Carlsbad Marathon/Half Marathon training program)

Onsite Exposure

- Banner placement in start/finish line area (maximum of 8 banners)
- Continuous recognition by announcers throughout the event

Hospitality

- Eight (8) invitations to the Heroes Reception
- Eight (8) invitations to the VIP Finish Line Breakfast
- Eight (8) complimentary individual entries for the full marathon, half marathon or Kids Marathon Mile

Other

- Right of first refusal for 2019 Tri-City Medical Center Carlsbad Marathon



Silver \$10K

As a silver sponsor you will receive the following:

Print Promotions

- Logo included on race promotional postcards
- Logo included on final race instructions

Apparel

- Logo included on race weekend volunteer shirts

Print Media

- Logo included in print advertising for the event

Web & Social Media

- Logo included on the Tri-City Medical Center Carlsbad Marathon website
- A link established between the marathon site and your website
- Company logo included in pre-event eblasts
- Announcement of sponsorship on social media channels

Sales/Promotions

- 10' x 10' space at the Health & Lifestyle Expo where product can be displayed, demonstrated and/or sold
- Opportunity to create cross-promotions, sweepstakes, etc. using Tri-City Medical Center Carlsbad Marathon name and/or logo

Onsite Exposure

- Banner placement in start/finish line area (maximum of 6 banners)
- Continuous recognition by announcers throughout the event

Hospitality

- Four (4) invitations to the Heroes Reception
- Four (4) invitations to the VIP Finish Line Breakfast
- Four (4) complimentary individual entries for the full marathon, half marathon or Kids Marathon Mile



Bronze \$5K

As a bronze sponsor you will receive the following:

Print Promotions

- Logo included on race promotional postcards
- Logo included on final race instructions

Web & Social Media

- Logo included on the Tri-City Medical Center Carlsbad Marathon website
- A link established between the marathon site and your website
- Company logo included in pre-event eblasts
- Announcement of sponsorship on social media channels

Sales/Promotions

- 10' x 10' space at the Health & Lifestyle Expo where product can be displayed, demonstrated and/or sold
- Opportunity to create cross-promotions, sweepstakes, etc. using Tri-City Medical Center Carlsbad Marathon name and/or logo

Onsite Exposure

- Banner placement in start/finish line area (maximum of 4 banners)
- Continuous recognition by announcers throughout the event

Hospitality

- Two (2) invitations to the Heroes Reception
- Two (2) invitations to the VIP Finish Line Breakfast
- Two (2) complimentary individual entries for the full marathon, half marathon or Kids Marathon Mile



SPONSOR BENEFITS QUICK GLANCE

	SOLD						
	Title	Presenting	Expo Title	Kids	Gold	Silver	Bronze
	\$100K	\$60K	\$30K	Marathon	\$20K	\$10K	\$5K
				Mile Title*			
				\$30K			
Logo on race entry forms/promotional postcards	x	x	x	x	x	x	x
Logo in print advertising	x	x	x	x	x	x	
Logo on race shirts (marathon, half marathon, and/or volunteer)	all	all	all	Kids Marathon Mile & volunteer	all	volunteer	
Logo on start/finish banner	x			x			
Logo/name on finish line tape	x						
Logo on final race instructions	x	x	x	x	x	x	x
Logo/name on finisher medals	x			x			
Logo on bib numbers	x	x		x			
Logo on mile markers	x						
Logo on event credentials	x						
Logo on official vehicle passes/door panels	x		exhibitor badges				
Logo on awards	x						
Name or logo in pre-event TV spots	x	x					
Name or logo included in pre-event promotional radio spots	x	x		x			
Logo with link on event website	x	x	x	x	x	x	x
Photo opportunities with the winners of the races at the finish line	x	x					
Opportunity for company officials to hold the finish line tape	x	x					
Opportunity for company official to start race or ride in lead car	x						
Information about your company featured in pre-event e-newsletter	3	2	1	1			
Social media posts (content provided by sponsor and approved by event)	4	3	2	2	1		
Announcement of sponsorship on social media channels	x	x	x	x	x	x	x
Logo included in pre-event eblasts	x	x	x	x	x	x	x
Booth space at Health & Lifestyle Expo	20' x 20'	10' x 20'	10' x 20'	10' x 20'	10' x 10'	10' x 10'	10' x 10'
Opportunity to create cross-promotions, sweepstakes, etc.	x	x	x	x	x	x	x
Product and/or service exclusivity	x	x		x			
Banner placement on finish line towers	x	x		x			
Banner placement in start/finish line area	20	10	8	8	8	6	4
Cold air balloon or inflatable display space in the finish line area	x	x	x				
Continuous recognition by announcers throughout the event	x	x	x	x	x	x	x
Invitations to the Heroes Reception and VIP Finish Line Breakfast	20	10	8	8	8	4	2
Complimentary event entries	20	10	8	20	8	4	2
Right of first refusal for 2019 event	x	x	x	x	x		

Note: Some sponsorship benefits are time-sensitive and may not be available when you sign your contract. Please refer to individual sponsorship levels as outlined in the package for additional benefits and details.

* All benefits listed for this sponsorship level are for the kids event.



Sponsor Contract 2018

Name of Company: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Contact Person: _____

Day Phone: () _____ --- _____ Fax: () _____ --- _____

Email: _____ Federal Tax I.D. Number: _____

Attach a copy of appraisal if in-kind gift value exceeds \$1,000 and provide a description of product(s) and/or service(s)

Value of Sponsorship:

1. Cash.....\$ _____
 2. Gifts in-kind (retail value)\$ _____
 3. Media (retail value).....\$ _____
- TOTAL CONTRIBUTION.....\$ _____

Sponsor Name: _____
(Print name exactly as it should appear on all printed materials.)

Terms and Conditions:

1. Failure to pay any portion of your sponsorship on or before the date due as indicated on this contract or any invoice sent by In Motion, Inc. shall result in a forfeiture of your sponsorship.
2. Sponsors are entitled to the rights and benefits associated with the sponsorship level chosen. In Motion, Inc. and its agents reserve the right to make non-material modifications to those benefits if necessary.
3. Certain sponsorship benefits require information or input from sponsor. Failure to provide the information or input by the dates requested may result in a forfeiture of the associated benefits.
4. In Motion, Inc. has the right, upon request, to require sponsor to provide an independent appraisal of the value of certain in-kind donations prior to acceptance of such donations as credit toward sponsor's contribution.
5. In Motion, Inc. is not responsible for damages that result from delays or postponements of the event due to circumstances beyond its control.
6. In Motion, Inc. reserves the right in its sole and absolute discretion to refuse a sponsorship from anyone or any organization that it believes is not in alignment with its core mission, vision and values.

Signature of Authorized Sponsoring Company Representative

Printed Name and Title

Instructions:

Please complete and sign this agreement, fax a copy to 760.692.2901, and mail the original to:
In Motion, Inc., 6116 Innovation Way, Carlsbad, CA 92009
For questions regarding sponsorships or benefits, please call 760.692.2900.

- Payment Enclosed - make checks payable to: Carlsbad Marathon
- Please invoice us for sponsorship amount due.

Thank you! Your support is sincerely appreciated.

