



Rotary Club of Tarpon Springs
P.O. Box 234
Tarpon Springs, FL 34688-0234
www.tarponrotary.org



TO: 5K and Triathlon Sponsors
FROM: Jerry Coleman, President
RE: **5K RUN to the SUN and 21st SPRINT TRIATHLON**

Plans are underway for our 2010 **5K RUN to the SUN** (Friday evening, September 10th) and our **21st SPRINT TRIATHLON** (Saturday morning, September 11th) both at beautiful Fred Howard Park on the Gulf of Mexico. We expect 250+ runners/walkers in the 5K event and over 450 athletes in the triathlon. Proceeds will benefit Rotary projects in our area and around the world. This will be our first year to hold both races on the same weekend. It will allow you to reach a broad range of participants from first time 5K walkers to experienced triathlon competitors.

These participants represent an attractive market for your sponsorship message. They typically enjoy higher than average income and education. Those from other areas of the state will likely spend money in the Tarpon Springs area for shopping, restaurants and education. Having the 5K and triathlon on consecutive days will allow you to double the reach of your advertising dollars!

The benefits of the various sponsorship levels are explained in detail (following). Briefly, all sponsors will be acknowledged in the event booklet. All sponsors will receive credits (depending on the sponsorship level) towards complimentary entries for the 5K and/or triathlon. You are encouraged to expand your advertising by having your family, friends, employees and/or customers compete while wearing your own company attire. **Presenting Sponsors** will enjoy business exclusivity at the beach (where registration and the post race party will be held for both races) **if** a commitment is made **prior to June 15th**. They will also be included in press releases and on our Rotary website (with a link to their website). All sponsors (\$250 and above) will be recognized on the back of T-shirts for both races. All sponsors are encouraged to provide materials and/or coupons to be placed in the racers' packets.

We are excited about your participation in these events and invite all sponsors to join with racers, walkers and volunteers at the post race parties at Fred Howard Park.

Thank you!

Tarpon Springs Rotary Club

Race Information: 727-945-8069 or www.tarponrotary.org





ROTARY CLUB OF TARPON SPRINGS **5K RUN and SPRINT TRIATHLON**

September 10th and 11th, 2010, Fred Howard Park; Tarpon Springs, Florida
Information 727-945-8069; www.tarponrotary.org



SPONSORSHIP LEVELS

PRESENTING SPONSORS - \$2,500 - *Beach Presence EXCLUSIVE IN BUSINESS CATEGORY

- Logo on Presenting sponsor banner at Finish Line
- Booth space provided at beach for 5K and Triathlon (set up to be sponsor responsibility).
- *Business exclusivity guaranteed at beach with a \$500 down payment by June 15th (balance due by Sept. 10th)
- Business signage (provided by sponsor) can be placed at beach and around course
- Name and logo* on Rotary website with link to company website
- Name on advertising and acknowledgement in press releases
- Name on front of 5K/Triathlon program
- Full page in program (prime location, back or inside cover)
- Logo* on back of race shirt
- Acknowledgement in race day announcements
- Opportunity to provide advertising items for athlete goody bags
- 20 Credits toward complimentary entries (2 credits/triathlon & 1 credit/5K entry)

WATER STATION SPONSORS - \$1,500 - ONLY 2 AVAILABLE (1MILE OR 2MILE)

- Sign with company name provided at water station
- Additional signage can be displayed at water station (to be provided by sponsor)
- Water and cups will be provided by race organizers
- Wearing of business t-shirts is encouraged while handing out water
- Full Page advertisement in 5K/Triathlon Program
- Name on back of race shirts
- Acknowledgement in race day announcements
- Opportunity to provide advertising items for athlete goody bags
- 12 Credits toward complimentary entries (2 credits/triathlon & 1 credit/5K entry)

Company Name: _____
Contact Name (PLEASE PRINT): _____
Phone #: _____ **E-mail:** _____
Sponsorship \$: _____ **Date:** _____
Printed Name/Signature: _____ / _____

Checks should be made to: The Rotary Club of Tarpon Springs
Mail to: The Rotary Club of Tarpon Springs, P.O. Box #234, Tarpon Springs, FL 34688-0234

***Advertising for the program and logos are required by August 19th 2010**





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SPONSORSHIP LEVELS

ELITE SPONSOR - \$500

- 1/2 Page advertisement in 5K/Triathlon Program
- Name on back of race shirt
- Acknowledgement in race day announcements
- Opportunity to provide advertising items for athlete goody bags
- 4 Credits toward complimentary entries (2 credits/triathlon & 1 credit/5K entry)

SPRINT SPONSOR - \$250

- 1/4 Page advertisement in 5K/Triathlon Program
- Name on back of race shirts
- Acknowledgement in race day announcements
- Opportunity to provide advertising items for athlete goody bags
- 2 Credits toward complimentary entries (2 credits/triathlon & 1 credit/5K entry)

SUPPORTING SPONSOR - \$100

- 1/8 Page advertisement in 5K/Triathlon Program
- Opportunity to provide advertising items for athlete goody bags
- 1 complimentary 5K entry

CHEER TEAM DONATION - \$25 or more

- Donations will sponsor local grade school athletes to the 5K or triathlon events
- Name listed in race program

Company Name: _____

Contact Name (PLEASE PRINT): _____

Phone #: _____ **E-mail:** _____

Sponsorship \$: _____ **Date:** _____

Printed Name/Signature: _____ / _____

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