




Cove to Clover²⁰¹¹

Sponsorship Opportunities

- ❖ 5K and Family Race March 13
- ❖ Pub Craw March 11
- ❖ Irish Gala  March 12
- ❖ Celtic Folk Fair  March 12-13
- ❖ The Uprising  March 13

 = new in 2011

Lead Race Sponsor

Financial commitment and branding opportunities are fully negotiable. Some possible corporate image opportunities:

- Name/logo on sleeve of the race t-shirt (long-sleeved)
- Large name/logo on all printed materials:
 - Promotional banners placed in 3 race locations February 1-race day
 - Approximately 500 18x24 posters placed in businesses Burien, Normandy Park, Des Moines, West Seattle, Georgetown
- Name/logo on home page of event web site
- Name/logo on Mick Kelly's Irish Pub web site
- Name/logo on pre-race promotional e-mails sent to Cove to Clover database (over 1000 entries)
- Verbal recognition and thank you throughout the race
 - Pre-race announcements
 - Post-race awards ceremony
 - All pre-race events (Pub Crawl, Irish Gala Dinner, Celtic Folk Fair)
- Recognition in all press materials

Additional Visibility opportunity for large presence at race finish line in Burien Town Square:

- Main Stage Banners
- Kid Stage Banners
- Main Stage Tent – 100' x 60'
- Start/Finish Line Banners
- Pace Car and Keg on a stick
- Gaelic Games
- Beer Garden Banners and Cups
- Root Beer Garden
- Runner Bibs
- Pub Crawl Bibs, Banner
- Giveaways
- Irish Gala Banners
- The Uprising Banners
- Energy Drink Station @ top of Snake Hill
- Runner Packet Inserts
- Stocking Hats
- Northwest Runner Ads
- Yard Signs
- Wrist Bands

Clover Level-\$2,500

Three opportunities are offered at this level.

- Logo on back of the race t-shirt (smaller than Lead Sponsor)
- Name/logo on all printed materials (smaller than Lead Sponsor)-
Promotional banners placed in 3 race locations February 1-race day
- Opportunity for logo banner at race start and finish (provided by sponsor)
- Opportunity for presence at race finish line in Burien Town Square, including booth for promotional giveaways, or other opportunities to be agreed upon.
- Verbal recognition and thank you throughout the race
 - Pre-race announcements
 - Post-race awards ceremony
 - All pre-race events (Pub Crawl, Irish Gala Dinner, Celtic Folk Fair)
- All the benefits of the Snake Level

Kilt Level-\$1,500

Five opportunities are offered at this level.

- Logo on back of the race t-shirt (smaller than Clover Level)
- Name/logo on all printed materials (smaller than Clover Level)
- Name/logo on promotional banners placed in 3 race locations February 1 thru race day
- Opportunity for logo banner at race start and finish (provided by sponsor)
- Opportunity for presence at race finish line in Burien Town Square, including booth for promotional giveaways, or other opportunities to be agreed upon.
- Verbal recognition and thank you throughout the race
 - Pre-race announcements
 - Post-race awards ceremony
 - All pre-race events (Pub Crawl, Irish Gala Dinner, Celtic Folk Fair)
- All the benefits of the Snake Level

Piper Level-\$750

Ten opportunities are offered at this level.

- Logo on back of the race t-shirt (smaller than Kilt Level)
- Name/logo on promotional banners placed in 3 race locations February 1 thru race day
- All the benefits of the Snake Level

Snake Level-\$300

Twenty opportunities are offered at this level.

- Name only (no logo) on back of the race t-shirt (smaller than Piper Level)
- Name on approximately 500 18x 24 posters placed in businesses in Burien, Normandy Park, Des Moines, West Seattle, Georgetown
- Name on Cove to Clover web site
- Name on pre-race promotional e-mails sent to Cove to Clover database (over 1000 entries!)
- Recognition in all press materials

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| <i>Event website:</i> | http://www.covetoclover.com |
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| <i>Checks payable to:</i> | "Cove to Clover" |