



**SATURDAY, JUNE 11, 2016**  
**NTC PARK - POINT LOMA, CA**

PRESENTED BY **EDCO**



### **Fun Zone Sponsorship**

**On Saturday, June 11<sup>th</sup>, Please join Integrated Sports Marketing for the 4<sup>th</sup> Annual LaDainian Tomlinson (LT) 5K. The 5K will benefit the Tomlinson's Touching Lives Foundation and will take place at NTC Park, Liberty Station in Point Loma, CA.**

**The following is a proposed sponsorship agreement for the 2016 LT 5K.**

#### **LT 5K to provide:**

##### **Fun Zone Sponsorship**

- Sponsorship of Fun Zone at the event
  - Recognition as the LT 5K Fun Zone Sponsor
  - Logo on Fun Zone signage
    - “Fun Zone” sponsored by
  - Fun Zone to include kids’ activities including bouncehouses, games and contests

##### **Advertising**

- Print advertisements - sponsor logo to be included in promotional print advertisements running in advance of event
- Press Release mentions
  - Mention in event news/press releases

##### **Printed Materials**

- Logo on Event Rack Cards
  - Quantity: 10,000
  - Deadline to activate benefit: March 25<sup>th</sup>
- Logo on Event Posters
  - Quantity: 1,000
  - Deadline to activate benefit: March 25<sup>th</sup>
- Logo on Event Race Bibs
  - Quantity: Min. 5,000
  - Deadline to activate benefit: May 30
- Logo on Event T-Shirts
  - Quantity: Min. 5,000
  - Deadline to activate benefit: May 30



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### **On-Site Exposure**

- Exhibitor Tent
  - Area for one (1) 10' x 10' tent (sponsor to provide tent, table, chairs, etc.)
  - Opportunity to display signage in tent
  - Opportunity for lead generation and product sampling/sales
  - Two (2) Exhibitor Badges
- Banner – One (1) banner to be displayed in start/finish line area (banner to be provided by sponsor)
- Start/Finish Line Public Address mentions

### **Online Exposure**

- Logo included in two (2) e-newsletters
  - Distribution: Minimum 5,000
- Mention on LT 5K Facebook fan page
- Logo on Homepage of [www.LT5K.com](http://www.LT5K.com)
- Logo on Partners Page of [www.LT5K.com](http://www.LT5K.com)

### **Hospitality**

- Two (2) Invitations to VIP Meet & Greet area at event
  - Includes opportunity to meet and take photo with LT in area
- Thirty (30) event entries (each entry includes event t-shirts and gift packs)
- Opportunity for discount for additional company entries (minimum 25 participants)

### **Miscellaneous**

- Opportunity to include one (1) mutually agreed upon item/prize in gift packs (sponsor to provide promotional pieces)
  - Each paid participant will receive race gift pack with amenities from sponsors
  - Quantity: Minimum 2,500
- Opportunities to donate item(s) for raffle and / or auction – i.e. gift cards, etc.
  - Raffle will take place during awards ceremony
- Use of the LT 5K Logo

**Package Price: \$7,500**