



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

PRESENTED BY **EDCO**



VIP Area Sponsorship

On Saturday, June 11th, please join Integrated Sports Marketing for the 4th 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:

VIP Area Sponsorship

- Sponsorship of VIP area at the event
 - Recognition as the LT 5K VIP Area Sponsor
 - Logo on VIP Area signage
 - "VIP Area" sponsored by
 - VIP Area to include meet and greet opportunities and photographs with event celebrities

Advertising

- Television advertisements - sponsor logo to be included in promotional television advertisements airing in advance of event (subject to approval of television partner)
 - Deadline to activate benefit: March 15th
- 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 25th
- Logo on Event Posters
 - Quantity: 1,000
 - Deadline to activate benefit: March 25th
- 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



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

PRESENTED BY **EDCO**



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 –Two (2) banners 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 three (3) e-newsletters
 - Distribution: Minimum 5,000
- Mention on LT 5K Facebook fan page
- Logo on Homepage of www.LT5K.com
- Logo on Partners Page of 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
- Fifty (50) 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: \$10,000