

2010 THOMAS WOLFE 8K ADVERTISING / SPONSORSHIP PROGRAM

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The Thomas Wolfe 8K, now in its 34th year, is an annual fundraiser for the Thomas Wolfe Memorial in Asheville, NC and the Asheville Track Club. A portion of each race entry will be donated to the Memorial and to the Asheville track Club, which, among other things, supplies free shoes to kids who cannot afford them on local high school cross country and track teams.

A UNIQUE ADVERTISING OPPORTUNITY FOR YOUR BUSINESS

- 1 **Level 1** Bronze (\$250)
 - o Website logo and link on every page (75 x 75 pixels) valid until April 2011
 - o Website listing for 2011 race on previous years sponsors page (essentially listed for 2 years).
 - o Listed on back of t-shirt
 - o Listed on the entry form (if received before printing)
 - o Can provide items to runner's on race day at sponsor's table.
 - o Mailing list of entrants upon request
- 2 **Level 2** Silver (5 available @ \$500/each)
 - o Everything in Level 1 except,
 - o Large logo on back of shirt
 - o Larger logo and link on website (125 x 125 pixels)
 - o Name announced at the start line before race, and at the awards ceremony.
- 3 **Level 3 - Gold**
- 4 **PRESENTING Sponsor** * (1 available @ \$1000/each)

- o All of Level 1 and Level 2 and,
 - o Entire Thomas Wolfe 8k presented by you.
 - o Largest logo and phone number/website on t-shirt back.
 - o Prominent website space and link
 - o Allowed to provide and display sign with name and logo at start and finish.
 - o Multiple entry form mentions
 - o Mentioned in all print advertisement in relation to race
- 5 **SPRINT** * (2 available @ \$150/each)
- o Offered to any Silver or Gold sponsor
 - o Named sprint (example: Mile One Sprint presented by Acme CO). Allowed to provide and display sign with name and logo at sprint.
 - o Mention in all print advertisement in regards to sprint
 - o Results Listing: the Winner of the Acme Co. Sprint.

Sponsorship can either be paid for through cash or check made payable to the Asheville Track Club or in value goods or services of an agreed upon value. The Asheville Track Club is a 501(c)(3) charity.

Thomas Wolfe 8K is one of two races put on each year by the Asheville Track Club. Being a sponsor of this race will get your name out to over 400 track club members in a monthly e-newsletter, in addition to a bimonthly printed version which is distributed in various locations including running stores and the Chamber of Commerce. This race (and sponsors) will be featured on the Track Club website which is viewed by anyone wanting information about running in the Asheville area. We will be advertising this race regionally and will be expecting at least 500 participants this year - with your logo on each of these shirts.

About the Running Marketplace

- 1 33.7 million American are runners
- 2 38% have been running for 3 years or less
- 3 In 2000 there were 5 million new runners
- 4 11.7 million runners have household incomes of \$75,000 or more

Runner's World Readership Survey

- 1 Ages 18-49 86.30%
- 2 College Educated 86.40%
- 3 Household income \$50,000+ 72.50%
- 4 Average # days run per year 222 days
- 5 Own a computer at home 76%

