



When: Saturday October 22, 2011 at 3pm

Where: Downtown Asheville/ 77 Central Avenue

Demographics: Trends at other large Asheville races indicate a majority of the field will be female; the primary age group will be 25-39 and a majority of runners will come from the mountain counties. In general, runners tend to be college educated (86%), technology savvy (76% own a computer), upper middle class and product loyal.

Attendance: 8K Capped at 500

Marketing: Focus of local (287 and 288 zip codes) and regional to bring back past Thomas Wolfe and Bele Chere runners through a mixture of web (www.thomaswolfe8k.com), FaceBook, eNews, and print (running & athletic publications, local media, postcards and posters).

Charity: Race proceeds will go to the Thomas Wolfe House and ATC's new FitFamilies youth running program

Organizer: Asheville Track Club



SPONSORSHIP OPPORTUNITIES

Presenting Sponsor - \$3,000 (taken)

Benefits:

- Largest logo position on all race shirts, advertisements and direct mail pieces.
- Entire Thomas Wolfe race presented by your company
- Opportunity to have promotional materials placed in race packets
- Logo and link posted on official race web page.
- One half page ad in ATC bi-monthly newsletter.
- Logo with link on ATC e-News editions.
- Prominent logo placement on dedicated emails sent to over 1,000 area runners
- Exposure on Facebook and other social media.
- Opportunity to hang banner(s) in prominent locations near the start/finish line
- Opportunity to have 10x10 display space at the race venue for both Packet Pickup/Late Registration on Friday afternoon and on race day
- 5 complimentary race entries.
- **Industry exclusivity among all sponsors.**

Gold Sponsor - \$750

Benefits:

- Prominent Logo position on all race shirts, advertisements and direct mail pieces.
- Opportunity to have promotional materials placed in race packets
- Logo and link posted on official race web page.
- One quarter page ad in ATC bi-monthly newsletter.
- Logo with link on ATC e-News editions.
- Exposure on Facebook and other social media.
- Opportunity to hang banner(s) in prominent locations near the start/finish line
- Opportunity to have 15' x 15' display space at the race venue for both Packet Pickup/Late Registration on Friday afternoon and on race day
- 3 complimentary race entries.
- **Industry exclusivity among all sponsors if commitment received by 7/16/2011.**

Silver Sponsor - \$300

Benefits:

- Logo placed on race t-shirts.
- Promotional material stuffed in race packet (sponsor to supply material).
- Opportunity to have promotional materials placed in race packets
- Company name and link on race web page
- Business card ad in ATC bi-monthly newsletter.
- Company name with link on ATC e-News editions.
- 1 complimentary race entry.

Bronze- \$150

Sprint Awards: 2 Available

- Sprint competition named for your company
- Encouraged to provide banner/sign at Sprint
- Mentioned in all advertising as Sprint Sponsor

Raffle Sponsor- donate item with retail value of \$25+

- Company name announced during race
- Company thanked on our website, eNews, Facebook page, and newsletter

To take immediate advantage of this valuable opportunity or to ask questions of the race director, please email Kelly Allen at the address below. We look forward to working with you on this exciting event.

Kelly Allen
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