

33rd ANNUAL

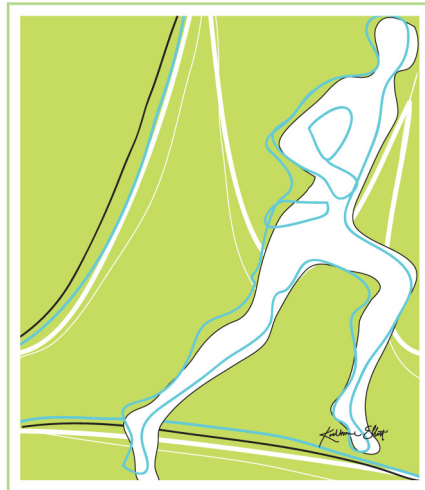
Carolina First REEDY RIVER RUN

**SOUTH CAROLINA 10K CHAMPIONSHIP
10K RUN
5K RUN/WALK
KIDS MILE RUN
CHILDREN'S FUN RUN**

SATURDAY, MARCH 5 & 6, 2010



CAROLINA FIRST
REEDY RIVER RUN



Are you Reedy?

CORPORATE PARTNERSHIP OPPORTUNITIES

The 33rd Annual REEDY RIVER RUN

Levels of Sponsorship

Title (1)	COMMITTED.....	
Presenting (1)	COMMITTED.....	
Gold (2)		\$ 5,000
Silver (4)	2 COMMITTED.....	\$ 3,000
“Fit’s Cool” School Challenge (1)	COMMITTED.....	\$ 3,000
Event Record Sponsor (1)		\$ 1,500
Mile Markers		\$ 1,500
Reedy Ran-dom Challenge (1)	COMMITTED	\$ 1,500
Pace Vehicle		\$ 500
Expo/Sampling Space		\$ 500
Race Packet Inserts		\$ 250

Trade/Value-in-Kind, Media, and Door Prize Sponsorships are also available.

Are you Reedy?

REEDY RIVER RUN **Race Facts**

- 33rd annual event: A Greenville tradition for over 3 decades.
- Event Schedule:
 - School Team Packet Pick up, Thursday afternoon, March 4, 2010
 - Indoor Expo/Late Registration, Friday evening, March 5, 2010
 - **Kids events on March 5th 10k & 5k on March 6th**
 - Post-race Party & Falls Park Expo, Saturday, March 6, 2010
- Produced in cooperation with the Greenville (SC) Track Club, founded in 1972.
- Sanctioned by the USA Track & Field and the Road Runner's Club of America (RRCA)
- Insured through the RRCA
- Officially SC 10K Open Championship
- USATF Certified 10K and 5K courses, #SC05008BS and #SC08002BS, respectively.
- Reedy Weekend events include the
 - **Pre-race Expo/Registration/Packet Pick-up** in the renovated, nationally ranked downtown Greenville
 - **10K Run** with a spectacular Falls Park finish at the internationally acclaimed Liberty Bridge
 - **5K Run/Walk** coursing through the Hampton-Pinckney Historic District, then along the new Greenway Trail beside the River and Reedy Falls
 - **Kid's Mile Run** (ages 14 and under)
 - **Children's Fun Run** (ages 12 and under)
 - **Post-race Party/Expo.**
- ***Over \$3,500 in charitable contributions given annually*** to school-related non-profit organizations, primarily PTAs, and volunteer groups. Past recipients include the PTAs of economically challenged Tanglewood Middle, Grove Elementary, and Fork Shoals Elementary. Volunteer groups receiving contributions: Governor's School, Greenville Track Club, & The RoundTownners of Greenville
- Over \$11,000 in total prize money. Most prize winners reside in South Carolina, North Carolina, and Georgia. To promote up-and-coming runners in this region, prize money is devoted to U.S. citizens.
- Statistics:
 - In 2005, total of over 1,100 participants, up 22% from 2004.
 - In 2006, total of over 1,900 participants, up 72% from 2005.
 - In 2007, total of over 2,600 participants, up 36% from 2006.
 - In 2008, total of over 3,800 participants, up 46% from 2007.
 - In 2009, total of over 5,000 participants, up 34% from 2008.
- 2009 sponsor participation included over a dozen local corporations and organizations.
- Expo, Late Registration, & Packet Pick-Up all occur Friday, March 5, 2010.

Are you Reedy?

TITLE SPONSOR: SOLD

SPONSOR LEVEL DESIGNATION

- Category/sponsorship exclusivity.
- Designation as Title Sponsor of the Reedy River Run (i.e. The Reedy River Run sponsored by *Company Name*).
- Name and logo incorporated into the name of the event.
- Company may use Title Sponsor designation in all company marketing, promotion, and advertising.

BENEFITS TO SPONSOR'S EMPLOYEES

- Thirty (30) complimentary entries to race of choice & post-race party.
- Thirty (30) commemorative t-shirts.

BROADCAST EXPOSURE

- Corporate name to be included in all radio promotions (*procured by the Greenville Track Club or its media representative*)
- Corporate name to be included in all television promotions (*procured by the Greenville Track Club or its media representative*)

ON SITE EXPOSURE

- Priority placement of up to twelve (12) course-side banners along race course. (*Banners to be provide by Sponsor, size 3' x 5' with grommets*)
- Opportunity for corporate mascot to appear at Pre-Race Packet Pick-up and/or on Race Day.
- Corporate name on start line banner. Corporate name on finish line banner.
- Prominent PA acknowledgements at the start of each of the four races.
- At least six (6) ten-second PA acknowledgments at the start, finish, and awards ceremony.
- Opportunity for a Company representative to start the two of the races. (Title has priority.)
- Opportunity to offer samples, coupons, or other promotional items (*10' x 10' tent provided by Greenville Track Club*)
- Opportunity to insert company information into the race packets distributed to all race entrants. (Volunteers will insert all packet contents. Quantity: 5,000.)

PRINT & LOGO EXPOSURE (*please note that print deadlines apply*)

- Central placement of sponsor logo on all participant and volunteer t-shirts.
- Central placement of sponsor logo on all race bib numbers.
- Logo placement in all local & regional advertising, including, but not limited to, *The Greenville News* and sports-specific publications.
- Sponsor will be noted as Title Sponsor in local pre-race press releases.
- Logo placement on event poster.
- Sponsor logo on all event collateral bearing race logo.
- Internet recognition and opportunities on Running.net, ReedyRiverRun.com, and GreenvilleTrackClub.com.

EXPO/SAMPLING SPACE included in sponsorship. See page 13.

RACE PACKET INSERTS included in sponsorship. See page 13.

Are you Reedy?

PRESENTING SPONSOR: **SOLD**

SPONSOR LEVEL DESIGNATION

- One (1) available. Category/sponsorship exclusivity.
- Designation as Presenting Sponsor of the Reedy River Run (i.e. Reedy River Run *presented by Company Name*).
- Name incorporated into the name of the event.
- Company may use Presenting Sponsor designation in all company marketing, promotion, and advertising.

BENEFITS TO SPONSOR'S EMPLOYEES

- Twenty (20) complimentary entries to race of choice & post-race party.
- Twenty (20) commemorative t-shirts.

BROADCAST EXPOSURE

- Corporate name to be included in all radio promotions (*procured by the Greenville Track Club or its media representative*)
- Corporate name to be included in all television promotions (*procured by the Greenville Track Club or its media representative*)

ON SITE EXPOSURE

- Placement of up to ten (10) course-side banners along race course. (*Banners to be provide by Sponsor, size 3' x 5' with grommets*)
- Opportunity for corporate mascot to appear at Pre-Race Packet Pick-up and/or on Race Day.
- Prominent PA acknowledgements at the start of each of the four races.
- Opportunity for Sponsor representative to start one of the races. (First priority to Title Sponsor.)
- At least four (4) ten-second PA acknowledgments at the start, finish, and awards ceremony.
- Opportunity to offer samples, coupons, or other promotional items (*10' x 10' tent provided by Greenville Track Club*)
- Opportunity to insert company information into the race packets distributed to all race entrants. (Volunteers will insert all packet contents. Quantity: 5,000.)

PRINT & LOGO EXPOSURE (*please note that print deadlines apply*)

- Placement of sponsor logo on all participant and volunteer t-shirts.
- Logo placement in all local & regional advertising, including, but not limited to, *The Greenville News* and sports-related publications to be determined.
- Sponsor will be mentioned as Presenting Sponsor in local pre-race press releases.
- Logo placement on event poster.
- Sponsor logo on all event collateral bearing race logo.
- Internet recognition and opportunities on ReedyRiverRun.com and GreenvilleTrackClub.com.

EXPO/SAMPLING SPACE included in sponsorship. See page 13.

RACE PACKET INSERTS included in sponsorship. See page 13.

Are you Reedy?

GOLD SPONSOR

Investment: \$5,000

SPONSOR LEVEL DESIGNATION

- Two (2) available.
- Designation as Gold Sponsor of the Reedy River Run.
- Company may use Gold Sponsor designation in all company advertising.

BENEFITS TO SPONSOR'S EMPLOYEES

- Fifteen (15) complimentary entries to race of choice & post-race party.
- Fifteen (15) commemorative t-shirts.

BROADCAST EXPOSURE

- Corporate name to be included in limited live radio spots. (*Schedule and media partner to be determined and procured by the Greenville Track Club or its media representative.*)

ON SITE EXPOSURE

- Placement of six (6) course-side banners along race course. (*Banners to be provide by Sponsor, size 3' x 5' with grommets*)
- PA acknowledgements at the start of each of the four races.
- At least four (4) ten-second PA acknowledgments at the start, finish, and awards ceremony..
- Opportunity to offer samples, coupons, or other promotional items (*10' x 10' tent provided by Greenville Track Club*)
- Opportunity to insert company information into the race packets distributed to all race entrants. (Volunteers will insert all packet contents. Quantity: 5,000.)

PRINT & LOGO EXPOSURE (*please note that print deadlines apply*)

- Sponsor logo on all participant and volunteer t-shirts.
- Name placement in all local & regional advertising, including, but not limited to, *The Greenville News* and sports-related publications to be determined.
- Sponsor will be mentioned as Gold Sponsor in local pre-race press releases.
- Logo placement on event poster.
- Sponsor logo on all event collateral bearing race logo.
- Internet recognition and opportunities on ReedyRiverRun.com and GreenvilleTrackClub.com.

EXPO/SAMPLING SPACE (*please note that booth/table reservation deadline applies.*)

- Included in sponsorship. See page 13.

RACE PACKET INSERTS (*please note that booth/table reservation deadline applies.*)

- Included in sponsorship. See page 13.

Are you Reedy?

SILVER SPONSOR

Investment: \$3,000

SPONSOR LEVEL DESIGNATION

- Four (4) available.
- Designation as Silver Sponsor of the Reedy River Run.
- Company may use Silver Sponsor designation in all company advertising.

BENEFITS TO SPONSOR'S EMPLOYEES

- Ten (10) complimentary entries to race of choice & post-race party.
- Ten (10) commemorative t-shirts.

ON SITE EXPOSURE

- Placement of four (4) course-side banners along race course. (*Banners to be provide by Sponsor, size 3' x 5' with grommets*)
- Three (3) ten-second PA acknowledgments at the start, finish, and awards ceremony.
- Opportunity to offer product samples, coupons, or other promotional items (*10' x 10' tent provided by Greenville Track Club*)
- Opportunity to insert company information into the race packets distributed to all race entrants. (Volunteers will insert all packet contents. Quantity: 5,000.)

PRINT & LOGO EXPOSURE (*please note that print deadlines apply*)

- Sponsor name on all participant and volunteer t-shirts.
- Name placement in all local & regional advertising, including, but not limited to, *The Greenville News* and sports-related publications to be determined.
- Sponsor logo on event collateral bearing race logo.
- Internet recognition on ReedyRiverRun.com and GreenvilleTrackClub.com.

EXPO/SAMPLING SPACE (*please note that booth/table reservation deadline applies.*)

- Included in sponsorship. See page 13

RACE PACKET INSERTS (*please note that booth/table reservation deadline applies.*)

- Included in sponsorship. See page 13

Are you Reedy?

"FIT'S COOL" SCHOOL CHALLENGE SPONSOR: **SOLD**

Investment: \$3,000

DESCRIPTION:

The 2006 and 2007 "Fit's Cool" School Challenges were huge successes. This Challenge was responsible for at least 50% of our 72% increase in participation in 2006 and 50% of our 36% increase in 2007. This year, we will once again award \$1,000 to the middle school PTA (or similar school-wide organization) that boasts the most finishers of all the middle schools entered, **and another** \$1,000 to the elementary school PTA (or similar) that fields the most finishers of all the elementary schools entered.

SPONSOR LEVEL DESIGNATION

- One (1) available.
- Designation as "Fit's Cool' School Challenge" Sponsor of the Reedy River Run.
- Company may use Sponsor designation in all company advertising.

BENEFITS TO SPONSOR'S EMPLOYEES

- Ten (10) complimentary entries to race of choice & post-race party.
- Ten (10) commemorative t-shirts.

ON SITE EXPOSURE

- Placement of three (3) course-side banners along race course. (*Banners to be provide by Sponsor, size 3' x 5' with grommets*)
- Three (3) ten-second PA acknowledgments at the start, finish, and awards ceremony.
- Opportunity to offer product samples, coupons, or other promotional items (*10' x 10' tent provided by Greenville Track Club*)
- Opportunity to insert company information into the race packets distributed to all race entrants. (Volunteers will insert all packet contents. Quantity: 5,000.)

PRINT & LOGO EXPOSURE (*please note that print deadlines apply*)

- Sponsor name on all participant and volunteer t-shirts.
- Name placement in all local & regional advertising, including, but not limited to, *The Greenville News* and sports-related publications to be determined.
- Internet recognition on ReedyRiverRun.com and GreenvilleTrackClub.com.

EXPO/SAMPLING SPACE (*please note that booth/table reservation deadline applies.*)

- Included in sponsorship. See page 13.

RACE PACKET INSERTS (*please note that booth/table reservation deadline applies.*)

- Included in sponsorship. See page 13.

Are you Reedy?

EVENT RECORDS SPONSOR

Investment: \$1,500

DESCRIPTION:

Many of Reedy's event records have stood for several years, some for over a decade. In front of our participants, spectators, and media outlets, we will be encouraging our elite runners to break these records. We will award bonuses for new records to both men and women, in the Open, Masters, and Grandmasters categories of both the 10K and 5K. Record breakers in the Open category (39 years old and under) will receive a bonus of \$200 each; Master runners (40-49 years old) will receive a \$100 bonus, and Grandmasters (50 years and up) will receive a \$50.

SPONSOR LEVEL DESIGNATION

- One (1) available.
- Designation as the exclusive Event Records Sponsor of the Reedy River Run.
- Company may use Sponsor designation in all company advertising.

BENEFITS TO SPONSOR'S EMPLOYEES

- Seven (7) complimentary entries to race of choice & post-race party.
- Seven (7) commemorative t-shirts.

ON SITE EXPOSURE

- Placement of three (3) course-side banners along race course. (*Banners to be provide by Sponsor, size 3' x 5' with grommets*)
- Three (3) ten-second PA acknowledgments at the start, finish, and awards ceremony.
- Opportunity to offer product samples, coupons, or other promotional items (*10' x 10' tent provided by Greenville Track Club*)
- Opportunity to insert company information into the race packets distributed to all race entrants. (Volunteers will insert all packet contents. Quantity: 5,000.)

PRINT & LOGO EXPOSURE (*please note that print deadlines apply*)

- Sponsor name on all participant and volunteer t-shirts.
- Name placement in all local & regional advertising, including, but not limited to, *The Greenville News* and sports-related publications to be determined.
- Internet recognition on ReedyRiverRun.com and GreenvilleTrackClub.com.

EXPO/SAMPLING SPACE (*please note that booth/table reservation deadline applies.*)

- Included in sponsorship. See page 13.

RACE PACKET INSERTS (*please note that booth/table reservation deadline applies.*)

- Included in sponsorship. See page 13.

Are you Reedy?

MILE MARKERS SPONSOR

Investment: \$1,500

DESCRIPTION:

The Greenville Track Club will be printing new, durable Mile Markers in the coming months. The Mile Marker Sponsor would help underwrite this project. In exchange, the new Mile Markers will boast the logo of the Sponsor, and the GTC will use the Mile Markers in multiple road races throughout the year and in future years. To begin with, we will be printing ten (10) markers for use in the 2009 Reedy River Run. Six (6) would be placed along the 10K course, three (3) would be placed along the 5K course, and one (1) would be placed along the Youth Mile / Alum:Mile course.

SPONSOR LEVEL DESIGNATION

- One (1) available.
- Designation as the Official Mile Marker Sponsor of the Reedy River Run.
- Company may use Sponsor designation in all company advertising.

BENEFITS TO SPONSOR'S EMPLOYEES

- Seven (7) complimentary entries to race of choice & post-race party.
- Seven (7) commemorative t-shirts.

ON SITE EXPOSURE

- Placement of three (3) course-side banners along race course. (*Banners to be provide by Sponsor, size 3' x 5' with grommets*)
- Three (3) ten-second PA acknowledgments at the start, finish, and awards ceremony.
- Opportunity to offer product samples, coupons, or other promotional items (*10' x 10' tent provided by Greenville Track Club*)
- Opportunity to insert company information into the race packets distributed to all race entrants. (Volunteers will insert all packet contents. Quantity: 5,000.)

PRINT & LOGO EXPOSURE (*please note that print deadlines apply*)

- Sponsor name on all participant and volunteer t-shirts.
- Name placement in all local & regional advertising, including, but not limited to, *The Greenville News* and sports-related publications to be determined.
- Internet recognition on ReedyRiverRun.com and GreenvilleTrackClub.com.

EXPO/SAMPLING SPACE (*please note that booth/table reservation deadline applies.*)

- Included in sponsorship. See page 13.

RACE PACKET INSERTS (*please note that booth/table reservation deadline applies.*)

- Included in sponsorship. See page 13.

Are you Reedy?

“REEDY RAN-DOM CHALLENGE” SPONSOR: **SOLD**

Investment: \$1,500

DESCRIPTION:

Three weeks before Race Day, the names of one male and one female pre-registered 10K runner from Upstate South Carolina will be drawn at random to have a head start on the 10K field. (Number of minutes ahead will be determined by Sponsor and Race Director.) If either Ran-dom Challenger completes the entire 10K course and finishes ahead of everyone, **BOTH** Challengers will win \$500 each. *So, it's very much a team effort!* To observe, coach, and help the Challengers with their final three weeks of pre-Reedy training, the Sponsor or Sponsor's appointed personal fitness specialist will serve as the Official Trainer of the Reedy Ran-dom Challengers. At the Sponsor's request, the Ran-dom Challengers will wear sponsor-approved running apparel, presumably with the Sponsor's logo on the front.

SPONSOR LEVEL DESIGNATION

- One (1) available.
- Designation as the Reedy Ran-dom Challenge Sponsor of the Reedy River Run.
- Company may use Sponsor designation in all company advertising.

BENEFITS TO SPONSOR'S EMPLOYEES

- Six (6) complimentary entries to race of choice & post-race party.
- Six (6) commemorative t-shirts.

ON SITE EXPOSURE

- Placement of two (2) course-side banners along race course. (*Banners to be provide by Sponsor, size 3' x 5' with grommets*)
- Two (2) ten-second PA acknowledgments at the start, finish, and awards ceremony.
- Opportunity to offer product samples, coupons, or other promotional items (*10' x 10' tent provided by Greenville Track Club*)
- Opportunity to insert company information into the race packets distributed to all race entrants. (Volunteers will insert all packet contents. Quantity: 5,000.)

PRINT & LOGO EXPOSURE (*please note that print deadlines apply*)

- Sponsor name on all participant and volunteer t-shirts.
- Name placement in all local & regional advertising, including, but not limited to, *The Greenville News* and sports-related publications to be determined.
- Internet recognition on ReedyRiverRun.com and GreenvilleTrackClub.com.

EXPO/SAMPLING SPACE (*please note that booth/table reservation deadline applies.*)

- Included in sponsorship. See page 13.

RACE PACKET INSERTS (*please note that booth/table reservation deadline applies.*)

- Included in sponsorship. See page 13.

Are you Reedy?

OFFICIAL PACE VEHICLE SPONSOR

Investment: \$500

DESCRIPTION:

The Pace Vehicle follows the lead police car on the roads; and the Pace Vehicle leads the lead bicyclists who in turn lead the runners. If a motorcycle is used, then the designated motorcycle may then take the lead along the Park paths during the 10K and 5K. Pace bicyclists follow the Pace Vehicle.

SPONSOR LEVEL DESIGNATION

- One (1) available. Sponsorship may be shared between a vehicle dealership and a non-dealership.
- Company may use Sponsor designation in all company advertising.

BENEFITS TO SPONSOR'S EMPLOYEES

- Three (3) complimentary entries to race of choice & post-race party.
- Three (3) commemorative t-shirts.

ON SITE EXPOSURE

- Placement of one (1) course-side banner along race course. (*Banner to be provide by Sponsor, size 3' x 5' with grommets*)
- PA acknowledgment at the start.
- Opportunity to showcase motorcycle as the "Official Pace Motorcycle of the 2009 Reedy River Run."
- Opportunity to offer product samples, coupons, or other promotional items (*10' x 10' tent provided by Greenville Track Club*)
- Opportunity to insert company information into the race packets distributed to all race entrants. (Volunteers will insert all packet contents. Quantity: 5,000.)

PRINT & LOGO EXPOSURE (*please note that print deadlines apply*)

- Name placement in all local & regional advertising, including, but not limited to, *The Greenville News* and sports-related publications to be determined.

EXPO/SAMPLING SPACE (*please note that booth/table reservation deadline applies.*)

- Included in sponsorship. See page 13.

RACE PACKET INSERTS (*please note that booth/table reservation deadline applies.*)

- Included in sponsorship. See page 13.

Are you Reedy?

TRADE / VALUE-IN-KIND, MEDIA, & DOOR PRIZE SPONSORS

Cash/Trade Investment: Negotiated

DESCRIPTION:

This is a prime opportunity for rights to provide major product and services to over 5,000 runners, walkers, and spectators. Trade items include, but are not limited to, complimentary media advertisements, January/February registration venues, post-race hand towels, post-race bottled water, sports drinks, coffee, sandwiches, submarine sandwiches, fruit, bagels, bread, cookies, registration/expo facilities, warm-up aerobics, fitness seminars, on-site music, post-race beer, spectator noise-makers, post-race finisher medals, post-race massages, and such door prizes as running shoes, running socks, gift certificates, and airline tickets.

EXPO / SAMPLING SPACE

Investment: \$500

DESCRIPTION:

Opportunity to offer product samples, coupons, or other promotional items at Registration and on Race Day. Also, the Expo sponsors may provide promotional items or flyers for the Race Packets.

VENUES & TIMES

- Inside Booth presence at Registration of the Friday evening prior to Race Day, in the Westin Poinsett Hotel. Table and chairs provided. At least one (1) representative from sponsor must be present during the 12-hour packet pick-up time. Sponsors desiring space must notify the Race Director (864-905-1984) at least ten (10) days prior to Race Day.
- Outside tent on Race Day near the Finish at the Reedy Falls Park and the new Liberty Footbridge. (Weather permitting.) 10' x 10' Tent(s), table(s), and chairs provided; but sponsor may utilize sponsor-owned tent. At least one (1) representative from sponsor must be present at all times. Race Day expo will be held indoors or under cover if inclement weather dictates. The races themselves are conducted rain or shine.

RACE PACKET SPONSOR

Investment: \$250

- Opportunity for the sponsor to insert company information in the race packets distributed to all race entrants. Sponsor to provide and deliver flyers/promotional items/product samples by February 22, 2009 to Greenville Track Club. Quantity: 5,000. Volunteers will stuff all packets.

Are you Reedy?

33rd Annual REEDY RIVER RUN SPONSORSHIP AGREEMENT

Company Name: _____
Contact: _____ Title: _____
Billing Address: _____
Street Address: _____
City: _____ State: _____ Zip: _____
Business Phone: _____ Fax: _____
Mobile Phone: _____ E-mail: _____

EVENT	INVESTMENT	SPONSORSHIP LEVEL
2010 Reedy River Run	\$ _____	_____

I/we agree to sponsor the above noted events(s). I am authorized to enter into this agreement on behalf of the company/agency listed on this agreement, and I understand that some contributions are tax deductible within the limits described by law.

Signature: _____ Date: _____
Sponsor

Signature: _____ Date: _____
Greenville Track Club, Inc.

Check enclosed: _____ Net 10: _____ Net 30: _____

Terms: _____

PLEASE MAKE CHECKS PAYABLE TO: GREENVILLE TRACK CLUB

Please fax/mail Agreement to:
Greenville Track Club
Attn: Joe Lanahan, RRR Race Director
PO Box 5678, Greenville SC 29606
Phone: (864) 303-0744
Email: joe@reedyriverrun.com

IMPORTANT: *Notes regarding sponsorship.*

- *As with all of these events, the activities normally take place outside, and a risk of sponsorship is the possibility of rain on the scheduled date. Fortunately, many sponsorship benefits are executed before the event or can be moved indoors. No subsequent rain dates are available. No refunds will be given.*
- *Sponsors are responsible for providing and delivering 3'x5' banners to the Greenville Track Club.*
- *Print deadlines may apply.*