



5th Annual
ALOHA RUN 5k & 10k

SPONSOR & EXHIBITOR OPTIONS

SAN DIEGO SUNDAY
SEPT 10th

LONG BEACH SUNDAY
OCT 1st



www.TheAlohaRun.com

THE 6TH ANNUAL ALOHA RUN 5K & 10K IS GOING TO BE AWESOME!



SAN DIEGO, CA

Sunday September 10, 2017
Tecolote Shores Park N



LONG BEACH, CA

Sunday October 1, 2017
Shoreline Aquatic Park

The Aloha Run is more than a race, it's an EVENT featuring live music on the course, performers, entertainment and an Aloha after-party! Participants will spend an extended amount of time at the post-race festival providing you with ample opportunity for direct exposure to a desirable demographic of active, educated people with disposable income.

RUNNER DEMOGRAPHICS:

FEMALE: 70% | MALE 30%
AGE RANGE: 5 – 85
AVERAGE AGE: 36
COLLEGE EDUCATED: 77%
AVG HOUSEHOLD INCOME: \$116,000
EACH RACE: 2000 participants
(+volunteers, friends, family, spectators, etc!)

ALOHA RUN BENEFITS:



Honor Flight is a non-profit team of volunteers dedicated to escorting veterans to Washington DC to visit and reflect at the memorials dedicated to their service and sacrifice.


www.honorflight.org





OPTIONS AT A GLANCE:

For more options & details, refer to remainder of packet.

 Benefits	TITLE \$15,000 (both events)	PRESENTING \$7,500 (both events)	RACE DAY BOOTH ONLY \$350 (each event)	NON-PROFIT BOOTH ONLY \$250 (each event)	GOODY BAG ONLY \$200 (each event)
Exclusive naming rights [YOUR NAME] Aloha Run	Everywhere race logo appears				
Company logo on event material and ads	Everywhere race logo appears	Prominent			
Logo in email blasts	Everywhere race logo appears	Prominent			
Social media marketing	6	3			
FREE race entries	20 each race	10 each race			
Booth at event	10x20	10x20	10x10	10x10	
Physical goody bag insert (2000 each race)	2000 each race	2000 each race			2000 one race
Company logo placed on Aloha Run website	Top & bottom of every page	Top of home page only & bottom	Bottom	Bottom	Bottom

TITLE SPONSOR: \$15,000 (BOTH EVENTS)

Name and logo included in race title in ALL race marketing as [YOUR NAME] Aloha Run for both San Diego and Long Beach events

- Exclusive product category upon signing
- Logo & naming on printed promotional flyers (20,000+ impressions) *Dependent upon when flyers are printed
- Prominent hyperlinked logo on website
- 10x20 booth space at both race day Finisher's Villages
- Physical goody bag insert in 4,000+ bags
- Hyperlinked ad in 10 email blasts (100,000+ unique impressions to SoCal residents in each blast) *10 blasts dependent on when contract signed
- (6) Dedicated social media posts (40,000 impressions with an above average click rate of 5-8%)
- Listing in 20+ event calendars as [YOUR NAME] Aloha Run 5K & 15K
- Dedicated banner placement on stage
- 20 FREE race entries **in each race** for employee benefit, team building, ambassadors, friends, family - your choice!
- Your name called every time the race is mentioned in race announcements as [YOUR NAME] Aloha Run 5K & 15K
- (4) 30-second featured race announcements

PRESENTING SPONSOR: \$7,500 (BOTH EVENTS)

Name included in race title in ALL race marketing as Aloha Run Presented by [YOUR NAME] for both San Diego and Long Beach events (logo not in title)

- Exclusive product category upon signing
- Naming (no logo) on printed promotional flyers (20,000+ impressions) *Dependent on when flyers are printed
- 10x20 booth space at both race day Finisher's Villages
- Physical goody bag insert in 2,000+ bags
- Hyperlinked logo on website
- Hyperlinked ad in 5 email blasts (100,000+ unique impressions to SoCal residents in each blast)
- (3) Dedicated social media posts (20,000 impressions with an above average click rate of 5-8%)
- 10 FREE race entries **in each race** for employee benefit, team building, ambassadors, friends, family - your choice!
- (2) 30-second featured race announcement

EXCLUSIVE PRODUCT CATEGORY: \$1,500 (BOTH EVENTS)

- Exclusive product category upon signing
- 10x10 booth space at both race day Finisher's Villages
- 5 FREE race entries for employee benefit, team building, ambassadors, friends, family - your choice!
- Physical goody bag insert in 4,000+ bags
- Logo on website
- Recognition in email blasts, social media and announcements at race

RACE DAY BOOTH ONLY - \$350 (PER EVENT)

- 10x10 booth space at race day Finisher's Village
- Logo on website

PHYSICAL GOODY BAG INSERT ONLY - \$200 (PER EVENT)

- If you book a booth, you get \$100 off a physical goody bag insert!

LET'S COLLABORATE!

SIGN UP TO BE A SPONSOR OR EXHIBITOR **HERE!**

Upon submittal of the sign-up form, we will contact you and send you an invoice. Once the invoice is paid in full we will upload your company logo to our website and begin promoting your company based on the options you choose!

Don't see something that fits? Contact our Sponsorship Manager to customize a package that suits your company or brand's needs (or if have any questions at all!).

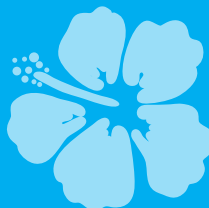
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~Mahalo!~