

SPONSORSHIP OPPORTUNITIES 2012



CELEBRATE PAT TILLMAN'S LEGACY AT THE 8TH ANNUAL

PAT'S **RUN**

RUN | WALK | HONOR

SATURDAY, APRIL 21, 2012

SUN DEVIL STADIUM TEMPE, AZ

4.2 MILE RUN/WALK | .42 MILE KIDS RUN | FINISH LINE EXPO



@patillmanfnd



Pat Tillman Foundation

PATSRUN.COM



Run, Walk, Honor

Pat's Run is the signature fundraising event for the Pat Tillman Foundation. Held annually in April at Sun Devil Stadium, the event attracts more than 35,000 participants, volunteers and spectators from across the country. Together they Run, Walk and Honor Pat's memory while raising important funds to support the scholarship programs created in his name. From the inaugural event held in 2005 with nearly 5,000 participants, the event has seen unprecedented growth each year and the 4.2 mile event has reached capacity with 28,000 participants.

PAT'S **RUN**



About the Event

The 4.2 mile course winds through the streets of Tempe and is staged so that all participants finish on the 42-yard line on Frank Kush Field, symbolic of the #42 jersey Pat wore while he was a Sun Devil. The start line is located on the East side of the stadium on Packard Drive. The route features three aid stations and five runner refreshment zones at the finish.

The fun continues after the race with a free Finish Line Expo that features entertainment, refreshments and more than 50 local and national vendors. For Children 12 and under the Kids Corner is an interactive zone filled with games, inflatables and special appearances by members of the Arizona State football team and local sports team mascots.

Invest in Our Mission

Proceeds raised at Pat's Run support the Tillman Military Scholars program. Inspired by Pat's attributes of leadership, passion for education and spirit of service, the Foundation annually awards educational scholarships through the Tillman Military Scholars program. Created in 2008, the program provides educational resources and financial support to veterans and their spouses to bridge the gaps left by the Post 9/11 GI Bill. To date, 171 Tillman Military Scholars representing 32 states and attending 59 academic institutions nationwide have been awarded more than \$2.2 million. Since its inception, the Pat Tillman Foundation has awarded more than \$4 million to individuals committed to a life of service both in and out of uniform.



Honor Pat's Legacy by Inspiring Others to Create Their Own

Today the Pat Tillman Foundation invites you to join the team of Tillman supporters nationwide by being a part of this inspirational event.

As a sponsor of the 8th Annual Pat's Run your participation will not only honor Pat Tillman's legacy of leadership and service, it will make a direct and positive impact in the lives of the Tillman Military Scholars who receive support from the Pat Tillman Foundation. Customized sponsorship packages include hospitality, community outreach, advertising and volunteer initiatives designed with flexibility to best suit your marketing and community relations objectives.

ADVERTISING

A comprehensive advertising campaign utilizing print, radio, online, outdoor and television partners will provide extensive promotional support to Pat's Run and its sponsors.

PRINTED COLLATERAL

An estimated 35,000 race brochures and 1,000 race posters will be distributed throughout the Valley and sent to past participants.

ON-SITE SIGNAGE

Recognition opportunities on race day include banner placement at the start and finish lines and digital signage inside Sun Devil Stadium on the scoreboard and ribbonboards.

RACE SHIRTS

All 4.2 mile participants and shadow runners receive a technical race shirt with registration. All .42 mile kids run participants receive a youth cotton T-shirt.

ONLINE PROMOTION

Online recognition on the Pat Tillman Foundation/Pat's Run website, official Facebook page (58,000+) and in e-newsletters sent to the Foundation community (85,000+).

FINISH LINE EXPO

Featuring an interactive Kids Corner and more than 50 local and national vendors, the Expo provides a unique opportunity to promote your company, products and services to thousands of runners, walkers, volunteers, spectators and sports enthusiasts.

TEAM TILLMAN

Team Tillman is a grass-roots fundraising program to increase funds and awareness of the event. Participants earn exclusive gear, unique gifts and race day benefits in exchange for collecting donations.

VIRTUAL GOODIE BAG

Participants can choose how to engage your message by printing the custom offer or visiting your website promoted in the green online race bag.

VOLUNTEER OPPORTUNITIES

Employees can participate as volunteers during the weeks leading up to the event, at packet pick-up and on race day.

SHADOW RUNS

On race day, through a partnership with the ASU Alumni Association, 4.2 mile shadow runs will be held nationwide spanning from San Diego to New York City.



2011 Pat's Run At A Glance

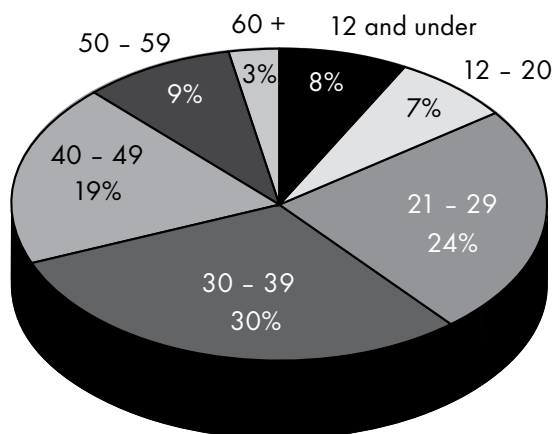
More than 35,000 participants representing 49 states and 12 countries and ranging from newborn to 85 years old participated in the 7th Annual Pat's Run.



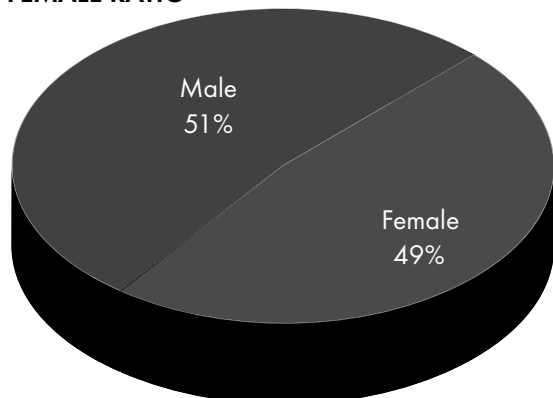
PARTICIPATION

4.2 Mile Race Participants	28,000
Shadow Runners	3,000
Spectators	5,000
Volunteers	1,200
Kid's Run Participants	2,300

AGE DISTRIBUTION



MALE / FEMALE RATIO



SPONSORSHIP OPPORTUNITIES & BENEFITS

MAJOR
OFFICIAL
EVENT
\$ LEVELS
\$30,000
\$20,000
\$10,000

Category Exclusivity

•

4.2 Mile Race Shirts

Logo Top Tier

Logo

 Use of Race Logo/
Pat Tillman Foundation

•

•

•

SIGNAGE & ON-SITE

Start Line Banners

4

2

1

Finish Line Banners

4

2

1

Finish Line Expo Booth

20x20

10x10

10x10

Stadium Scoreboard

•

•

Stadium Ribbonboards

•

•

•

Inflatable on Course

•

Verbal Announcements

•

•

•

PACKET PICK-UP

On-Site Presence

•

Virtual Goodie Bag Opportunity

Top Tier

•

PRINTED MATERIALS

Race Brochures

Logo

Logo

Event Posters

Logo

Logo

Save the Date Cards

Logo

ADVERTISING

Print Advertising

All

Select

Thank You

Official Race Program

1/2 Page

1/4 Page

1/8 Page

ONLINE

Final Instructions Email

Logo

Logo

Name

Logo & Link on Web

•

•

•

Rotation on Pat's Run Info Page

•

Social Media

•

•

•

E-News Communications

Name

Name

Name

HOSPITALITY / TEAM BUILDING

Complimentary Race Entries

16

8

4

VIP Hospitality Tent Passes

8

4

2

Reserved Parking Passes

4

2

1

Volunteer Opportunities

•

•

•

Custom Team Code

•

•

•

ADDITIONAL SPONSORSHIP OPPORTUNITIES

TEAM TILLMAN PAT'S RUN	\$25,000
PAT'S RUN KIDS RUN	\$20,000
FINISH LINE EXPO	\$15,000
VOLUNTEER RACE CREW	\$10,000
RACE PROGRAM	\$10,000
RACE NUMBERS	\$10,000
RACE RESULTS	\$7,500
MEDICAL TEAM	\$5,000

RACE PROGRAM

FULL PAGE AD	\$2,500
HALF PAGE AD	\$1,500

FINISH LINE EXPO *

20 X 20 RESERVED SPACE	\$3,000
10 X 20 RESERVED SPACE	\$2,500
10 X 10 RESERVED SPACE	\$2,000

**Activities that require additional space will be negotiated on a case by case basis.*

The Pat Tillman Foundation welcomes sponsorships that involve the donation of in-kind products and/or services to limit the expenses associated with the event. Opportunities for support include:

- ▶ Advertising/ Media
- ▶ Awards
- ▶ Banners
- ▶ Barricades
- ▶ Communication Devices
- ▶ Entertainment
- ▶ Fruit
- ▶ Generators
- ▶ Goodie Bags
- ▶ Paper Cups
- ▶ Printing
- ▶ Safety Pins
- ▶ Snacks
- ▶ Sound Equipment
- ▶ Staging
- ▶ Sports Drinks
- ▶ Supplies
- ▶ T-Shirts
- ▶ Team Tillman Incentives
- ▶ Water



THE PAT TILLMAN FOUNDATION

With more than 2.2 million individuals served since September 11, 2001 and more than 300,000 troops returning to school or work annually, the community needs to be made aware of the increasing demand on the limited amount of educational resources available to military families and the challenges they experience as they transition back to civilian life.

Thank you in advance for your consideration of this very important effort to support the educational pursuits of military families who have dedicated their lives to serving others. If you have questions or would like to receive additional information please contact the Pat Tillman Foundation at **480.621.4074** or via e-mail at **patsrun@pattillmanfoundation.org**.

PAT'S RUN IS A FUNDRAISER FOR THE
PAT TILLMAN FOUNDATION
 BENEFITTING TILLMAN MILITARY SCHOLARS

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