

2013 SPONSORSHIP DETAILS

ENERGIZING SPONSOR



The Energizing Sponsor of the race will confirm their commitment with the race directors in the fall preceding the race. Payment (\$20,000 for 2013) to be paid in full by end of June, 2013. In exchange for their generous donation, the Energizing Sponsor will receive public recognition as detailed below. The following lists detail all the planned appearances of the company name:

- = Energizing Sponsor's official full-color or 1-color company logo. The logo always appears first in ranking, and will be used in accordance with your graphic standards document (if provided by January 1, 2013).
- = the Brian Diemer Family of Races logo with the "energized by" line (shown at right).

1. 5K & JUNIOR RACE BROCHURES Race brochures are the main form of communication about the race. They are made available through various runner events, including the Fifth Third Riverbank Run race packets (reaching approx 50,000 potential Diemer Run participants).

■ front cover of the 5k & Jr brochure

● under the "Energizing Sponsor" category on the sponsors list panel (back cover)

2. BANNERS Large banners on display above the start/finish line, and one road banner, displayed on race day.

■ and ●

3. OUTDOOR ADVERTISING Full color billboard(s) or outdoor posters.

■ and ●

4. WEBSITE www.diemerrun.com

■ in the masthead (which appears on every page throughout the site).

● on the home page.

● on the sponsors list page.

> opportunity for logo to link to your company's site by clicking on your logo (provide URL to race directors by February 1, 2013)

5. EVENT AWARDS Includes age group awards, other awards, finisher's awards, hats, etc.

■ (1-color)

6. ADVERTISING Includes race packets, local business display posters, Cutlerville Days materials, related magazines, etc.

■ included in magazine ads)

> opportunity to include a promotional item in the race packet for the 5k Race, Jr. Jog, and/or Mile Run. (Submit goods to race directors by June 1, 2013)

> if radio stations agree to air a public service announcement for the race, they will be instructed to voice the full title: the "The Brian Diemer Family of Races, Energized by Sponsorname".

> opportunity to hang your own banner at Cutlerville Days

7. RACE DAY T-SHIRT A uniquely-designed, high-quality screen-printed T-Shirt is given to each registered runner and volunteer.

■ and ● on the T-Shirt back (1-color)

8. VIP TREATMENT / BENEFITS

> Reserved bleacher seating for special viewing of the race and Cutlerville Days Parade. (14 seats)

> Personal Brian Diemer On-Site Visit

> 40 T-Shirts will be given to energizing sponsor for use at their discretion (please place order by April 30, 2013)

> 20 comp entries to the Diemer Run 5k

> On-site registration event at one local location. Details to be agreed upon with Race Directors.

> Opportunity to donate door prizes

> List of all participants and their information available to this level of sponsorship at the discretion of the Race Directors.

> Opportunity to set up a booth near the awards area



2013 SPONSORSHIP DETAILS

5K PRESENTING SPONSOR

The 5k Presenting Sponsor of the race will confirm their commitment with the race directors in the fall preceding the race. Payment (\$10,000 for 2013) to be paid in full by end of June, 2013. In exchange for their generous donation, the 5k Presenting Sponsor will receive public recognition as detailed below. The following lists detail all the planned appearances of the company name:

- ▶ = 5k Presenting Sponsor's official full-color or 1-color company logo. The logo always appears first in ranking (after the Energizing Sponsor), and will be used in accordance with your graphic standards document (if provided by January 1, 2013).
- = the Diemer Run 5k logo with the "presented by" line (shown at right).



DIEMER RUN 5K
PRESENTED BY:
SPONSORNAME

-
1. **RACE BROCHURES** The race brochure is the main form of communication about the race. It is made available through various runner events, including the Fifth Third Riverbank Run race packets (reaching approx 50,000 potential Diemer Run participants).
 - ▶ front cover of the 5k brochure
 - ▶ under the "5k Presenting Sponsor" category on the sponsors list panel (back cover)
 2. **BANNERS** Large banners on display above the start/finish line, and one road banner, displayed on race day.
 - and ▶
 3. **OUTDOOR ADVERTISING** Full color billboard(s) or outdoor posters.
 - ▶ under the heading "5k Presenting Sponsor"
 4. **WEBSITE** www.diemerrun.com
 - on the 5k race & walk page
 - ▶ rotating view on the home page.
 - ▶ on the sponsors list page.
 - > opportunity for logo to link to your company's site by clicking on your logo (provide URL to race directors by February 1, 2013)
 5. **EVENT AWARDS** Includes age group awards, other awards, finisher's awards, hats, etc.
 - (1-color)
 6. **RACE DAY T-SHIRT** A uniquely-designed, high-quality screen-printed T-Shirt is given to each registered runner and volunteer.
 - and ▶ on the T-Shirt back (1-color)
 7. **VIP TREATMENT / BENEFITS**
 - > Reserved bleacher seating for special viewing of the race and Cutlerville Days Parade. (10 seats)
 - > Personal Brian Diemer On-Site Visit
 - > 20 T-Shirts will be given to sponsor for use at their discretion (please place order by April 30, 2013)
 - > 10 comp entries to the Diemer Run 5k
 - > On-site registration event at one local location. Details to be agreed upon with Race Directors.
 - > Opportunity to donate door prizes
 - > List of all participants and their information available to this level of sponsorship at the discretion of the Race Directors.
 - > Opportunity to include a promotional item in the race packet for the 5k Race, Jr. Jog, and/or Mile Run. (Submit goods to race directors by June 1, 2013)
 - > If radio stations agree to air a public service announcement for the race, they will be instructed to voice the full title: the "The Brian Diemer Family of Races, Energized by Sponsorname, featuring the Diemer Run 5k, presented by Sponsorname".
 - > Opportunity to hang your own banner at Cutlerville Days
 - > Opportunity to set up a booth near the awards area



2013 SPONSORSHIP DETAILS

MILE RUN PRESENTING SPONSOR

The Mile Run Presenting Sponsor of the race will confirm their commitment with the race directors in the fall preceding the race. Payment (\$3,000 for 2013) to be paid in full by end of June, 2013. In exchange for their generous donation, the Mile Run Presenting Sponsor will receive public recognition as detailed below. The following lists detail all the planned appearances of the company name:

- ▶ = Mile Run Presenting Sponsor's official full-color or 1-color company logo. The logo appears in ranking order (after the Energizing, 5k, and Gold Sponsors), and will be used in accordance with your graphic standards document (if provided by January 1, 2013).
- = the Diemer Run Mile Run logo with the "presented by" line (shown at right).



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1. **RACE BROCHURES** The race brochure is the main form of communication about the race. It is made available through various runner events, including the Fifth Third Riverbank Run race packets (reaching approx 50,000 potential Diemer Run participants).
 - front cover of the Jr brochure
 - ▶ under the "Mile Run Presenting Sponsor" category on the sponsors list panel (back cover)
 2. **BANNERS** Large banners on display above the Mile Run start/finish line displayed on race day.
 - and ▶
 3. **WEBSITE** www.diemerrun.com
 - on the Mile Run page
 - ▶ rotating view on the home page.
 - ▶ on the sponsors list page.
 - > opportunity for logo to link to your company's site by clicking on your logo (provide URL to race directors by February 1, 2013)
 4. **RACE DAY T-SHIRT** A uniquely-designed, high-quality screen-printed T-Shirt is given to each registered runner and volunteer.
 - and ▶ on the T-Shirt back (1-color)
 5. **VIP TREATMENT / BENEFITS**
 - > Reserved bleacher seating for special viewing of the race and Cutlerville Days Parade. (2 seats)
 - > 10 T-Shirts will be given to sponsor for use at their discretion (please place order by April 30, 2013)
 - > 10 comp entries to the Mile Run
 - > Opportunity to donate door prizes
 - > Opportunity to include a promotional item in the race packet for the 5k Race, Jr. Jog, and/or Mile Run. (Submit goods to race directors by June 1, 2013)
 - > If radio stations agree to air a public service announcement specifically for the kid's races, they will be instructed to voice the full title: the "The Brian Diemer Family of Races, Energized by Sponsorname, featuring the Mile Run, presented by Sponsorname, and the Jr. Jog, presented by Sponsorname".
 - > Opportunity to hang your own banner at Cutlerville Days
 - > Opportunity to set up a booth near the awards area

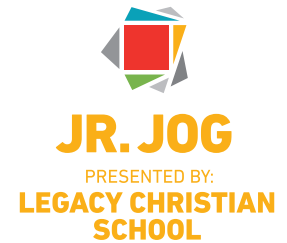


2013 SPONSORSHIP DETAILS

JUNIOR JOG PRESENTING SPONSOR

The Jr Jog Presenting Sponsor of the race will confirm their commitment with the race directors in the fall preceding the race. Payment (\$3,000 for 2013) to be paid in full by end of June, 2013. In exchange for their generous donation, the Jr Jog Presenting Sponsor will receive public recognition as detailed below. The following lists detail all the planned appearances of the company name:

- ▶ = Jr Jog Presenting Sponsor's official full-color or 1-color company logo. The logo appears in ranking order (after the Energizing, 5k, Gold, and Mile Sponsors), and will be used in accordance with your graphic standards document (if provided by January 1, 2013).
- = the Diemer Run Jr Jog logo with the "presented by" line (shown at right).



1. **RACE BROCHURES** The race brochure is the main form of communication about the race. It is made available through various runner events, including the Fifth Third Riverbank Run race packets (reaching approx 50,000 potential Diemer Run participants).

- front cover of the Jr brochure
- ▶ under the "Jr Jog Presenting Sponsor" category on the sponsors list panel (back cover)

2. **BANNERS** Large banners on display above the Jr Jog start/finish line displayed on race day.

- and ▶

3. **WEBSITE** www.diemerrun.com

- on the Jr Jog page
- ▶ rotating view on the home page.
- ▶ on the sponsors list page.
- > opportunity for logo to link to your company's site by clicking on your logo (provide URL to race directors by February 1, 2013)

4. **RACE DAY T-SHIRT** A uniquely-designed, high-quality screen-printed T-Shirt is given to each registered runner and volunteer.

- and ▶ on the T-Shirt back (1-color)

5. **VIP TREATMENT / BENEFITS**

- > Reserved bleacher seating for special viewing of the race and Cutlerville Days Parade. (2 seats)
- > 10 T-Shirts will be given to sponsor for use at their discretion (please place order by April 30, 2013)
- > 10 comp entries to the Jr Jog
- > Opportunity to donate door prizes
- > Opportunity to include a promotional item in the race packet for the 5k Race, Jr. Jog, and/or Mile Run. (Submit goods to race directors by June 1, 2013)
- > If radio stations agree to air a public service announcement specifically for the kid's races, they will be instructed to voice the full title: the "The Brian Diemer Family of Races, Energized by Sponsorname, featuring the Mile Run, presented by Sponsorname, and the Jr. Jog, presented by Sponsorname".
- > Opportunity to hang your own banner at Cutlerville Days
- > Opportunity to set up a booth near the awards area



2013 SPONSORSHIP DETAILS

GOLD SPONSOR

The Gold Sponsor of the race will confirm their commitment with the race directors in the fall preceding the race. Payment (\$5,000 for 2013) to be paid in full by end of June, 2013. In exchange for their generous donation, the Gold Sponsor will receive public recognition as detailed below, through display of the Gold Sponsor's official full-color or 1-color company logo. The logo will appear in alphabetical order (after the Energizing and 5k Sponsors), and will be used in accordance with your graphic standards document (if provided by January 1, 2013). The following lists detail all the planned appearances of the company logo:

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- 1. RACE BROCHURES** The race brochure is the main form of communication about the race. It is made available through various runner events, including the Fifth Third Riverbank Run race packets (reaching approx 50,000 potential Diemer Run participants).
 - > Gold sponsor's logo shown under the "Gold Sponsor" category on the sponsors list panel (back cover)

 - 2. BANNERS** Large banners on display above the start/finish line, and one road banner, displayed on race day.
 - > Gold sponsor's logo shown under the "Gold Sponsor" category

 - 3. OUTDOOR ADVERTISING** Full color billboard(s) or outdoor posters.
 - > Gold sponsor's logo shown under the "Gold Sponsor" category

 - 4. WEBSITE** www.diemerrun.com. Gold sponsor's logo shown:
 - > in rotating view on the home page.
 - > on the sponsors list page under the "Gold Sponsor" category
 - > opportunity for logo to link to your company's site by clicking on your logo (provide URL to race directors by February 1, 2013)

 - 5. RACE DAY T-SHIRT** A uniquely-designed, high-quality screen-printed T-Shirt is given to each registered runner and volunteer.
 - > Gold sponsor's logo shown under the "Gold Sponsor" category on the T-Shirt back (1-color)

 - 6. VIP TREATMENT / BENEFITS**
 - > Reserved bleacher seating for special viewing of the race and Cutlerville Days Parade. (10 seats)
 - > Personal Brian Diemer On-Site Visit
 - > 15 T-Shirts will be given to energizing sponsor for use at their discretion (please place order by April 30, 2013)
 - > 10 comp entries to the Diemer Run 5k
 - > 6 comp entries to the Mile Run or Jr Jog
 - > On-site registration event at one local location. Details to be agreed upon with Race Directors.
 - > Opportunity to donate door prizes
 - > List of all participants and their information available to this level of sponsorship at the discretion of the Race Directors.
 - > Opportunity to include a promotional item in the race packet for the 5k Race, Jr. Jog, and/or Mile Run. (Submit goods to race directors by June 1, 2013)
 - > Opportunity to hang your own banner at Cutlerville Days
 - > Opportunity to set up a booth near the awards area



2013 SPONSORSHIP DETAILS

SILVER SPONSOR

The Silver Sponsor of the race will confirm their commitment with the race directors in the fall preceding the race. Payment (\$2,500 for 2013) to be paid in full by end of June, 2013. In exchange for their generous donation, the Silver Sponsor will receive public recognition as detailed below, through display of the Silver Sponsor's official full-color or 1-color company logo. The logo will appear in alphabetical order (after the Energizing, 5k, Gold, Mile, and Jr Sponsors), and will be used in accordance with your graphic standards document (if provided by January 1, 2013). The following lists detail all the planned appearances of the company logo:

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- 1. RACE BROCHURES** The race brochure is the main form of communication about the race. It is made available through various runner events, including the Fifth Third Riverbank Run race packets (reaching approx 50,000 potential Diemer Run participants).
 - > Silver sponsor's logo shown under the "Silver Sponsor" category on the sponsors list panel (back cover)

 - 2. BANNERS** Large banners on display above the start/finish line, and one road banner, displayed on race day.
 - > Silver sponsor's logo shown under the "Silver Sponsor" category

 - 3. WEBSITE** www.diemerrun.com. Silver sponsor's logo shown:
 - > on the sponsors list page under the "Silver Sponsor" category
 - > opportunity for logo to link to your company's site by clicking on your logo (provide URL to race directors by February 1, 2013)

 - 4. RACE DAY T-SHIRT** A uniquely-designed, high-quality screen-printed T-Shirt is given to each registered runner and volunteer.
 - > Silver sponsor's logo shown under the "Silver Sponsor" category on the T-Shirt back (1-color)

 - 5. VIP TREATMENT / BENEFITS**
 - > Reserved bleacher seating for special viewing of the race and Cutlerville Days Parade. (5 seats)
 - > 10 T-Shirts will be given to sponsor for use at their discretion (please place order by April 30, 2013)
 - > 2 comp entries to the Diemer Run 5k
 - > Opportunity to donate door prizes
 - > Opportunity to include a promotional item in the race packet for the 5k Race, Jr. Jog, and/or Mile Run. (Submit goods to race directors by June 1, 2013)
 - > Opportunity to hang your own banner at Cutlerville Days
 - > Opportunity to set up a booth near the awards area



2013 SPONSORSHIP DETAILS

BRONZE SPONSOR

The Bronze Sponsor of the race will confirm their commitment with the race directors in the fall preceding the race. Payment (\$1,500 for 2013) to be paid in full by end of June, 2013. In exchange for their generous donation, the Bronze Sponsor will receive public recognition as detailed below, through display of the Bronze Sponsor's official full-color or 1-color company logo. The logo will appear in order (after the Energizing, 5k, Gold, Mile, Jr, and Silver Sponsors), and will be used in accordance with your graphic standards document (if provided by January 1, 2013). The following lists detail all the planned appearances of the company logo:

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- 1. RACE BROCHURES** The race brochure is the main form of communication about the race. It is made available through various runner events, including the Fifth Third Riverbank Run race packets (reaching approx 50,000 potential Diemer Run participants).
 - > Bronze sponsor's logo shown under the "Bronze Sponsor" category on the sponsors list panel (back cover)

 - 2. BANNERS** Large banners on display above the start/finish line, and one road banner, displayed on race day.
 - > Bronze sponsor's logo shown under the "Bronze Sponsor" category

 - 3. WEBSITE** www.diemerrun.com. Bronze sponsor's logo shown:
 - > on the sponsors list page under the "Bronze Sponsor" category
 - > opportunity for logo to link to your company's site by clicking on your logo (provide URL to race directors by February 1, 2013)

 - 4. RACE DAY T-SHIRT** A uniquely-designed, high-quality screen-printed T-Shirt is given to each registered runner and volunteer.
 - > Bronze sponsor's logo shown under the "Bronze Sponsor" category on the T-Shirt back (1-color)

 - 5. VIP TREATMENT / BENEFITS**
 - > Reserved bleacher seating for special viewing of the race and Cutlerville Days Parade. (2 seats)
 - > 5 T-Shirts will be given to sponsor for use at their discretion (please place order by April 30, 2013)
 - > Opportunity to donate door prizes
OR Opportunity to include a promotional item in the race packet for the 5k Race, Jr. Jog, and/or Mile Run.
(Submit goods to race directors by June 1, 2013)
 - > Opportunity to hang your own banner during Cutlerville Days



2013 SPONSORSHIP DETAILS

CONTRIBUTING SPONSOR

The Contributing Sponsor of the race will confirm their commitment with the race directors in the fall preceding the race. Payment (\$500 for 2013) to be paid in full by end of June, 2013. In exchange for their generous donation, the Contributing Sponsor will receive public recognition as detailed below, through display of the Contributing Sponsor's official full-color or 1-color company logo. The logo will appear in alphabetical order (after the Energizing, 5k, Gold, Mile, Jr, Silver, and Bronze Sponsors), and will be used in accordance with your graphic standards document (if provided by January 1, 2013). The following lists detail all the planned appearances of the company name:

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- 1. RACE BROCHURES** The race brochure is the main form of communication about the race. It is made available through various runner events, including the Fifth Third Riverbank Run race packets (reaching approx 50,000 potential Diemer Run participants).
 - > Company Name listed under the "Contributing Sponsor" category on the sponsors list panel (back cover)

 - 2. WEBSITE** www.diemerrun.com. Contributing sponsor's logo shown:
 - > Company Name listed under the "Contributing Sponsor" category
 - > Opportunity to link to your company's site by clicking on your logo (provide URL to race directors by February 1, 2013)

 - 3. RACE DAY T-SHIRT** A uniquely-designed, high-quality screen-printed T-Shirt is given to each registered runner and volunteer.
 - > Company Name listed under the "Contributing Sponsor" category on the T-Shirt back (1-color)

 - 5. VIP TREATMENT / BENEFITS**
 - > Reserved bleacher seating for special viewing of the race and Cutlerville Days Parade. (2 seats)
 - > 2 T-Shirts will be given to sponsor for use at their discretion (please place order by April 30, 2013)
 - > Opportunity to donate door prizes
 - OR Opportunity to include a promotional item in the race packet for the 5k Race, Jr. Jog, and/or Mile Run. (Submit goods to race directors by June 1, 2013)
 - > Opportunity to hang your own banner at Cutlerville Park during Cutlerville Days



2013 SPONSORSHIP DETAILS

SPONSORSHIP LEVELS OVERVIEW:

Energizing Sponsor	\$ 20,000
5K Presenting Sponsor	10,000
Gold Sponsor	5,000
Mile Run Presenting Sponsor	3,000
Jr Jog Presenting Sponsor	3,000
Silver Sponsor	2,500
Bronze Sponsor	1,500
Contributing Sponsor	500