



11th
ANNUAL!
SAN DIEGO

ResolutionRun

SPONSOR & EXHIBITOR OPTIONS



SUNDAY JANUARY 7, 2018

📍 Tecolote Shores on Mission Bay - San Diego, CA

www.SanDiegoResolutionRun.com

Presented by: **sandyfeet**
EVENTS.COM

11th ANNUAL SAN DIEGO RESOLUTION RUN IS BACK!

Sunday January 7th, 2018
Tecolote Shores, San Diego, CA
Booth Set-up: 5:30am
Event Break-down: 10:30am
(times subject to change slightly)

There are several ways to get involved with the 11th annual San Diego Resolution Run ranging from title sponsorship to a virtual goody bag insert, it's up to you - let's get creative!

Inclusion in this event as a sponsor or exhibitor provides ample exposure to runners, a very desirable demographic of health-conscious individuals with disposable income.

The varying finish times of the 5K, 15K and half marathon create a constant flow of race participants into our Wellness Village. We design our Wellness Village in such a way that participants will spend an extended amount of time, thus providing you with ample opportunity for brand exposure.

RUNNER DEMOGRAPHICS:

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

www.SanDiegoResolutionRun.com



TITLE SPONSOR: \$10,000

Name and logo included in race title in ALL race marketing as [YOUR NAME & LOGO] Resolution Run

- Exclusive product category upon signing
- Logo on printed flyers distributed at races, retail outlets, and events across San Diego County (estimated 40,000)
- Logo on geo-targeted event ad on RunnersWorld.com (6.6 million monthly unique visitors)
- Logo in event ad in San Diego Reader (570,000 readers/month)
- Naming in race listing on RacePlace.com
- Hyperlinked Logo in (2) event dedicated e-blasts to Gemini Next (176,000 subscribers)
- Hyperlinked ad in 10+ SFE email blasts (70,000+ subscribers)
- Naming in race listing on RacePlace.com & RaceGrader.com
- Prominent logo on race merchandise worn by participants for years to come
- Prominent logo on finisher medal lanyard received by each runner
- 20x10 booth space in race day Wellness Village
- Virtual goody bag ad with link to your website
- Physical goody bag insert in 2,000+ bags
- Prominent hyperlinked logo on website
- (4) Dedicated social media posts
- Listing in 20+ event calendars as [YOUR NAME] Resolution Run
- 20 FREE race entries for employee benefit, team building, contests, giveaways, ambassadors, friends, family - your choice!
- Named in all race announcements as [YOUR NAME] Resolution Run
- (4) 30-second featured race announcements

PRESENTING SPONSOR: \$5,000

Name included in race title in ALL race marketing as Resolution Run Presented by [YOUR NAME] (no logo)

- Exclusive product category upon signing
- "Presented by [YOUR NAME]" (no logo) on printed flyers distributed at races, retail outlets, and events across San Diego County (estimated 40,000)
- "Presented by [YOUR NAME]" (no logo) in event ad in San Diego Reader (570,000 readers/month)
- Hyperlinked logo in (2) event dedicated e-blast to Gemini Next (176,000 subscribers)
- Hyperlinked ad in 10+ SFE email blasts (70,000+ subscribers)
- Logo on race merchandise worn by participants for years to come
- 10x10 booth space in race day Wellness Village
- Naming in race listing on RacePlace.com & RaceGrader.com
- Virtual goody bag ad with link to your website
- Physical goody bag insert in 2,000+ bags
- Hyperlinked logo on website
- (2) Dedicated social media posts
- 10 FREE race entries for employee benefit, team building, contests, giveaways, ambassadors, friends, family - your choice!
- (2) 30-second featured announcements

INTERACTIVE PHOTO BOOTH SPONSOR - \$TBD

Create a super-fun experience for the runners - let's get creative! You can collect emails and create memories with your own awesome green-screen background (must also include Resolution Run info)

- DETAILS COMING SOON!

EXCLUSIVE PRODUCT CATEGORY SPONSOR - \$1,000

Do you want to be the only sponsor from your type of industry? Once you are booked we will not recruit any more sponsors from your product category.

- Exclusive product category upon signing
- 10x10 booth space at race day Wellness Village
- 5 FREE race entries for employee benefit, team building, contests, giveaways, ambassadors, friends, family - your choice!
- Physical goody bag insert in 2,000+ bags
- Logo on website
- Recognition in email blasts, social media and announcements at race



RACE DAY BOOTH - \$350

Be a part of the Resolution Run Wellness Village where you can interact with our runners who are a very desirable demographic of individuals with disposable income.

- 10x10 booth space at race day Wellness Village
- Logo on website

PHYSICAL GOODY BAG INSERT ONLY - \$200

Get in the hands of every runner! This could be a flyer, coupon, product sample, useful item with your logo on it, get creative! 2000 individual items.

- If you book a booth, you get \$50 off a physical goody bag insert!

VIRTUAL GOODY BAG AD ONLY - \$150

Create an eye-catching ad for our virtual goody bag! It will be up on our website for at least 6 months after the race. Go to: www.sandiegoresolutionrun.com/virtual-goody-bag

- If you book a booth, you get \$50 off virtual goody bag

PHYSICAL & VIRTUAL GOODY BAG - \$300

Book both & save \$50. |



LET'S COLLABORATE!

SIGN UP TO BE A SPONSOR OR EXHIBITOR [HERE!](#)

- 1) Sign up online
- 2) You will receive an invoice from "Sandy Feet Events"
- 3) Once payment is received we put your linked logo on race website (email to: kristen@sandyfeetevents.com)
- 4) A logistics email will go out about a week prior to event
- 5) WE HAVE SOME FUN ON RACE DAY!

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!).

CONTACT:

Kristen Leitao

Sponsorship Manager

206.930.7757

kristen@sandyfeetevents.com



Thank you!

RESOLUTION RUN BENEFITS:

Wild Willow Farm & Education Center

A non-profit with a growing network of citizens, farmers, chefs, gardeners, teachers, and students working to encourage the growth and consumption of regional food. They focus awareness and work toward a more ecologically sound, economically viable, and socially just food system in the San Diego region.

www.SanDiegoRoots.org