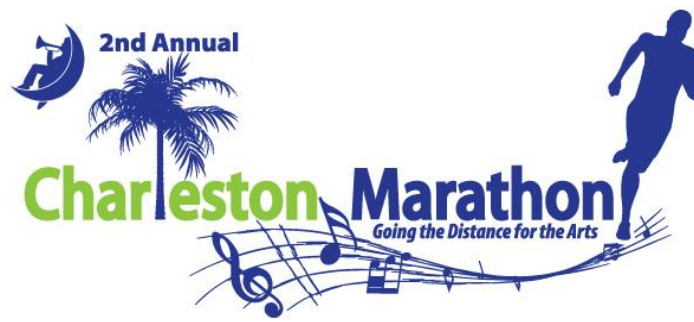




2nd Annual
Charleston Marathon
Event Sponsorship Package

*Thank you for
“Going the distance for the arts”*

*January 13-15, 2012
Charleston, SC*



Mission

The *Charleston Marathon* is a community event to benefit the Youth Endowment for the Arts (YEA), a 501(C3) endowment that provides a way to enhance the educational experience of children in the Lowcountry of South Carolina.

YEA offers equitable, quality cultural arts experiences to Charleston area children. With the support of the Charleston County School District, the *Charleston Marathon* will help bring arts to the students along with an awareness of the importance of fitness and a healthy lifestyle.

Sponsorship Objective

The Mission of the *Charleston Marathon* cannot be realized without the support and partnership of the local business community. Monetary donations as well as in-kind product or service donations serve as the backbone to this crucial fundraising event. Many opportunities at various levels are available for your company to support the *Charleston Marathon*, allowing you to maximize your return on investment, while shining as a positive community role model.





Charleston Marathon Events

FRIDAY, JANUARY 13th

11:00am–8:00pm	Packet Pick-up/Health and Fitness Expo
3:30 pm	Youth Marathon
5:00pm–8:00pm	Pre-Race Dinner

SATURDAY, JANUARY 14th

6:30am	Packet pickup and late registration
8:00am	Marathon & Half Marathon
8:30am	Hunley Hustle 5k
9:30am – 2:30 pm	Post-Race Festival/Health and Fitness Expo

SUNDAY, JANUARY 15th

8:30am	60 and 30-mile bike ride
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Charleston Marathon Facts

- Runner participation tripled from 1,275 in 2010 to over 4,000 in 2011.
- Runner participation is estimated to exceed 5,500 in 2012.
- Sponsorship and exhibitors doubled from 2010 to 2011.
- Marathon benefits Charleston County School district students with reach of over 42,000 students and families
- Participants represented 42 US States
- The Charleston Marathon was named *Charleston's #1 Signature Event of the Sports Year* by *Charleston Metro SC All Access Magazine*



Benefits of Sponsorship

- Image building opportunities to a targeted audience of affluent consumers -73% of runners report a household income of more than \$75k a year
- Extensive media exposure including print, television, internet and social media outlets
- Product sampling – getting your goods directly into the hands of consumers
- Association of your business with a positive, health and education related event in your community
- Shine in your community as a supporter of a local public education fine arts program non-profit and a promoter of volunteerism
- Employee motivation, engagement and participation

- ***85% of consumers have a more positive image of a company if it supports a cause they care about.***
- ***86% of Americans say a company's commitment to causes is important when they decide which products and services to recommend to others.***
- ***Employees whose companies support social issues are 79% more likely to say that they are proud of their company's values and nearly 79% more likely to be loyal to their employers.***

-Source: 2010 Cone Corporate Citizenship Study



SPONSORSHIP OPPORTUNITIES

Charleston Marathon Weekend Title Sponsor **SOLD**

- Title sponsor for entire weekend festival. The Charleston Marathon presented by Company Logo
- Logo on sponsor and schedule board at Vendor & Fitness Expo/Finish Line/Post-Race Festival area
- Ten (10) invitations to the VIP Tent at the Finish Line to include private catering, bar and entertainment*
- Logo on VIP Tent signage in primary position along with Charleston Marathon and VIP Tent Sponsor
- Recognition as Weekend Title Sponsor at VIP Reception Ceremony
- Logo inclusion on all distributed printed materials (flyers, registration forms, door hangars, posters)
- Logo showcased on all mile marker signs for all races (approximately 70 total)
- Company logo on all event shirts in primary position along with Charleston Marathon logo and individual race presenting sponsors
- Company logo on all race bibs in primary position along with Charleston Marathon logo, individual race sponsors and bib sponsors
- Name and Logo inclusion in all radio and television advertising
- Company name included on press releases and PSA's
- Company Logo on start and finish banners
- Flash banner ad on www.CharlestonMarathon.com on website front page
- Logo on www.CharlestonMarathon.com with primary placement as Title Sponsor with link to company website
- Announcement of Company Title sponsorship on Charleston Marathon Facebook page and Twitter account, and 5 posts leading up to the event date
- Primary placement of company logo on registration bags along with Charleston Marathon Logo
- Invitation to include promotional items in registration bags (items to be supplied by sponsor)
- Company banner at premium location near finish line (to be supplied by sponsor)* and the opportunity to display up to four additional banners (to be supplied by sponsor)* displayed at locations throughout the event
- Inclusion in monthly e-newsletter with a present reach of over 30,000 people (and growing)
- Invitation to set up a booth at pre-registration Vendor Expo on Friday, and Post-Race celebration on Saturday with first choice of display rights
- Premier PA announcements during the event and awards ceremony for all races
- Seven (7) free entries to event of your choice - additional employee entries at 20% discount (utilizing online registration code) if signed up before December 4th



Individual Race Sponsor

(1 Title Sponsor Per Event)

Race Sponsor Opportunities:

Charleston Marathon (Sold) or Half Marathon - \$10,000

Hunley Hustle 5K or Youth Marathon - \$7,500

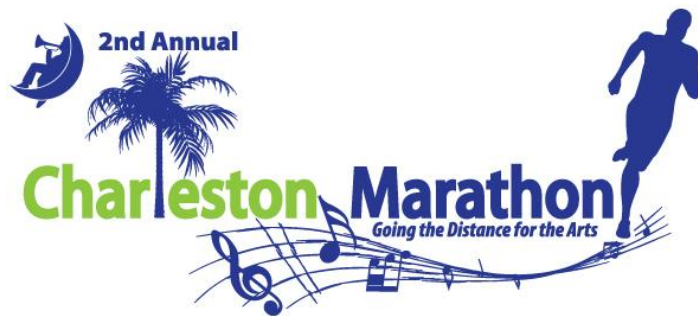
Bike Ride - \$5,000

- Title sponsor for each individual event. (ie. The Hunley Hustle 5k presented by Company Logo)
- Logo on sponsor and schedule board at Vendor & Fitness Expo/Finish Line/Post-Race Festival area
- Three to five (3-5) invitations to the VIP Reception at the Finish Line to include private catering, bar and entertainment*
- Recognition as Individual Race Sponsor at VIP Reception Ceremony
- Logo inclusion on specific distributed printed materials (flyers, registration forms, posters)
- Company logo on all event shirts in primary position along with Charleston Marathon logo and Weekend Title sponsor logo
- Company logo on specific race bibs along with Charleston Marathon logo, weekend title sponsor and bib sponsors
- Name and Logo inclusion in all radio and television advertising
- Company name included on press releases and PSA's
- Company Logo on start and finish banners
- Flash banner ad on www.CharlestonMarathon.com on specific race page
- Logo on www.CharlestonMarathon.com as Individual Race Sponsor with link to company website
- Announcement of Company Title sponsorship on



Charleston Marathon Facebook page and Twitter account, and five (5) posts leading up to the event date

- Invitation to include promotional items in registration bags (items to be supplied by sponsor)
- Company banner at premium location near finish line (to be supplied by sponsor)* and the opportunity to display up to two additional banners (to be supplied by sponsor)* displayed at locations throughout the specific race
- Inclusion in e-newsletter with a present reach of over 30,000 people (and growing)
- Invitation to set up a booth at pre-registration Vendor Expo on Friday, and Post-Race celebration on Saturday
- Premier PA announcements during the event and awards ceremony for specific race
- Three to five (3-5) free entries to event of your choice - additional employee entries at 20% discount (utilizing online registration code) if signed up before December 4th



Mile Marker Sponsor

(Limited to 2 sponsorships)

\$7,500

- Logo showcased on all mile marker signs for all races (approximately 70 total)
- Logo on sponsor and schedule board at Vendor & Fitness Expo/Finish Line/Post-Race Festival area
- Five (5) invitations to the VIP Reception at the Finish Line to include private catering, bar and entertainment*
- Recognition as Individual Race Sponsor at VIP Reception Ceremony
- Name identification on specific distributed printed materials (flyers, posters)*
- Name inclusion in five radio and television advertising spots
- Company name included on press releases and PSA's
- Company Logo on start and finish banners
- Three invitations to the VIP Reception at the Finish Line to include private catering, bar and entertainment*
- Logo on www.CharlestonMarathon.com with link to website
- Invitation to include promotional items in registration bags (items to be supplied by sponsor)
- Company banner near finish line (to be supplied by sponsor)*
- Inclusion in e-newsletter with a present reach of over 30,000 people (and growing)
- Invitation to set up a booth at pre-registration Vendor Expo on Friday, and Post-Race celebration on Saturday
- PA announcements at awards ceremony
- Four (4) free entries to event of your choice - additional employee entries at 20% discount (utilizing online registration code) if signed up before December 4th





Bib Sponsor

(Limited to 2 sponsors)

\$5,000

- Sponsorship of race bibs for all races
- Company logo on all race bibs along with Charleston Marathon, individual race sponsors and Weekend Title sponsor logo
- Logo on sponsor and schedule board at Vendor & Fitness Expo/Finish Line/Post-Race Festival area
- Three (3) invitations to the VIP Reception at the Finish Line to include private catering, bar and entertainment*
- Name identification on specific distributed printed materials (flyers, posters)*



- Name inclusion in four radio and television advertising spots
- Company name included on press releases
- Name identification on specific printed materials (flyers, posters)*
- Company Logo on start and finish banners
- Logo on www.CharlestonMarathon.com with link to website
- Invitation to include promotional items in registration bags (items supplied by sponsor)
- Company banner near finish line (to be supplied by sponsor)
- Inclusion in newsletter with a present reach of over 30,000 people (and growing)
- Invitation to set up a booth at pre-registration Vendor Expo on Friday, and Post-Race celebration on Saturday
- Three (3) free entries to event of your choice - additional employee entries at 20% discount (utilizing online registration code) if signed up before December 4th



VIP Tent Sponsor

(Limited to 1 sponsor)

\$5,000 cash or in-kind

- Sponsorship of VIP Tent at Post-Race Festival
- Logo on VIP Tent signage in primary position along with Charleston Marathon logo and Weekend Title Sponsor Logo
- Invitation for you to staff the VIP Tent with your employees wearing your company uniforms/logo'd shirts
- Recognition as VIP Tent Sponsor at VIP Reception Ceremony
- Logo on sponsor and schedule board at Vendor & Fitness Expo/Finish Line/Post-Race Festival area
- Name identification on specific distributed printed materials (flyers, posters)*
- Company name included on press releases
- Name identification on specific printed materials (flyers, posters)*
- Logo on www.CharlestonMarathon.com with link to website
- Invitation to include promotional items in registration bags (items supplied by sponsor)
- Invitation for you to distribute promotional items in VIP Tent
- Inclusion in newsletter with a present reach of over 30,000 people (and growing)
- Invitation to set up a booth at pre-registration Vendor Expo on Friday, and Post-Race celebration on Saturday
- Three (3) free entries to event of your choice - additional employee entries at 20% discount (utilizing online registration code) if signed up before December 4th





Entertainment Sponsor

\$3,000

- Sponsorship of one individual performing arts entertainer throughout race course
- Logo on signage at entertainment site
- Logo on sponsor and schedule board at Vendor & Fitness Expo/Finish Line/Post-Race Festival area
- Name identification on specific printed materials (flyers, posters)*
- Logo on www.CharlestonMarathon.com with link to website
- Invitation to include promotional items in registration bags (items supplied by sponsor)
- Company banner near finish line (to be supplied by sponsor)*
- Inclusion in newsletter with a present reach of over 30,000 people (and growing)
- Invitation to set up a booth at pre-registration Vendor Expo on Friday, and Post-Race celebration on Saturday
- Premier PA announcements at entertainment site
- Two (2) free entries to event of your choice - additional employee entries at 10% discount (utilizing online registration code) if signed up before December 4th

Arts Sponsor

\$2,500

- Name identification on specific printed materials (flyers, posters)
- Logo on sponsor and schedule board at Vendor & Fitness Expo/Finish Line/Post-Race Festival area
- Logo on www.CharlestonMarathon.com with link to website
- Invitation to include promotional items in registration bags (items supplied by sponsor)
- Company banner near finish line (to be supplied by sponsor)
- Inclusion in newsletter with a present reach of over 30,000 people (and growing)
- Invitation to set up a booth at pre-registration Vendor Expo on Friday, and Post-Race celebration on Saturday
- Two (2) free entries to event of your choice



Community Sponsor \$1,000

- Name identification on specific printed materials (flyers, posters)
- Logo on www.CharlestonMarathon.com with link to website
- Invitation to include promotional items in registration bags (items supplied by sponsor)
- Inclusion in newsletter with a present reach of over 30,000 people (and growing)
- Invitation to set up a booth at pre-registration Vendor Expo on Friday, and Post-Race celebration on Saturday

Exhibitor Sponsor \$500

- Company name listed on website on Expo page with booth location
- Invitation to include promotional items in registration bags (items supplied by sponsor)
- Inclusion in newsletter with a present reach of over 30,000 people (and growing)
- Invitation to set up a booth at pre-registration Vendor Expo on Friday, and Post-Race celebration on Saturday

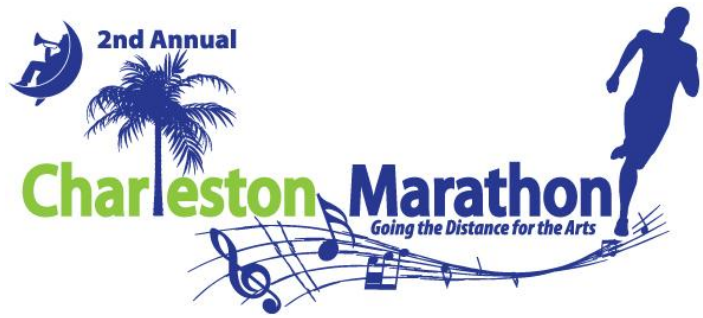
Registration Bag Participant \$300

- Company name listed on website on Expo page as registration bag participant
- Invitation to include promotional items in registration bags (items supplied by sponsor)

Arts Supporter \$100 - \$299

- Name listed as donor on website donor page

*Indicates sponsor benefits to be specifically detailed in the sponsor contract that will be completed and signed by both parties upon receipt of Sponsor Agreement.



2012 SPONSOR AGREEMENT

This agreement is made by and between the Charleston Marathon / Youth Endowment for the Arts, (a 501 (C3) endowment) and the below business (hereinafter referred to as "Sponsor"). Please complete this agreement in full.

Name of Sponsor	Contact Name
Contact Address	City State Zip
Phone 1 ()	Phone 2 ()
Web site	Email

Sponsorship Level: (please check one)

<input type="checkbox"/> Festival Title Sponsor (\$20,000)	<input type="checkbox"/> Mile Marker Sponsor (\$7,500)	
<input type="checkbox"/> Individual Race Sponsor – Please indicate specific race (\$10,000/\$7,500/\$5000)		
<input type="checkbox"/> Bib Sponsor (\$5,000)	<input type="checkbox"/> VIP Tent Sponsor (\$5,000)	
<input type="checkbox"/> Entertainment Sponsor (\$3,000)	<input type="checkbox"/> Arts Sponsor (\$2,500)	<input type="checkbox"/> Community Sponsor (\$1,000)
<input type="checkbox"/> Exhibitor Sponsor (\$500)	<input type="checkbox"/> Registration Bag (\$300)	<input type="checkbox"/> Arts Supporter \$

Authorized Signature	Date / /
<input type="checkbox"/> Cash <input type="checkbox"/> Check <input type="checkbox"/> Other (please specify)	

SPONSORSHIP DONATIONS ARE DUE WITHIN 15 DAYS OF SIGNING CONTRACT
Please complete contract and e-mail to liz@charlestonmarathon.com

Please make checks payable and mail to:
CHARLESTON MARATHON 3005 W. Montague Ave. Charleston, SC 29418
For more information, contact Liz Alford, Executive Director at 843-300-7500

It is the sponsor's responsibility to provide a "vector line art" pdf file of their logo in order to include it on marketing materials. Please send to: liz@charlestonmarathon.com
In order to have you logo as a live link on our website, please supply us with your URL:

DISCLAIMER: THE CHARLESTON MARATHON AND YEA AND ITS ORGANIZERS ARE NOT RESPONSIBLE FOR INFORMATION PROVIDED TO US BY SPONSORS. PLEASE MAKE SURE ALL INFORMATION PROVIDED TO US IS CORRECT.



Exhibitor Application

Please return completed application with a deposit of 50% of booth or registration bag price to:
CHARLESTON MARATHON
 3005 W. Montague Ave. Charleston, SC 29418
 Attn: Expo Application
*Make checks payable to **Charleston Marathon***
The Charleston Marathon/Youth Endowment for the Arts is a 501 (C3) endowment

Booth Size
 10x10 \$500 10x10 Corner \$650 10x20 \$950
 10x10 Corner \$1100

Registration Bag Only

Description of products/services to be displayed:

Company Name

Company Contact

Event Day Staff Name(s)

Event Day Staff Phone Number(s)

Company Address

City, State, Zip

Contact Telephone

Fax

Company E-mail Address

Company Name as it should appear on website

Do you plan to sell items: Y* N
 *If yes, a copy of your retail license must be attached.

Will you need electricity at your Exhibit Space?
 Yes at an additional \$50 No, we do not need

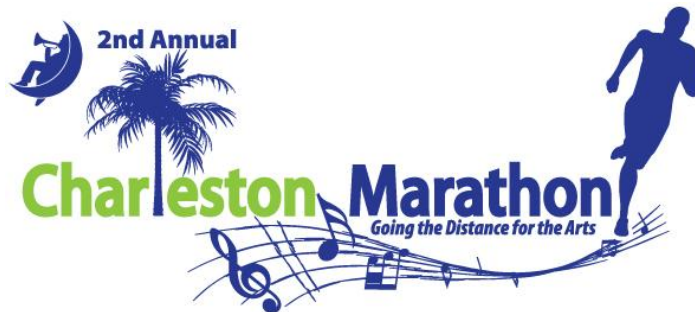
Will you exhibit on both Friday and Saturday?
 Yes both days No, Friday only

By signing this Expo application, you are agreeing to the below Terms and Conditions with the Charleston Marathon/Youth Endowment for the Arts for the 2012 Charleston Marathon Health & Fitness Expo:

Signature

Printed Name

Date



Terms & Conditions

1. A non-refundable deposit of 50% of total booth price is due with application to secure booth. Remaining balance is due no later than **December 16, 2011**. No refunds will be issued after **December 16, 2011**.
2. Exhibitor agrees that no refunds will be made to an exhibitor who fails to occupy space.
3. Charleston Marathon reserves the right of booth placement. Every attempt will be made to honor your placement request. Charleston Marathon also reserves the right to change booth placement at any time.
4. Exhibitor shall pay all costs pertaining to moving in and moving out.
5. Exhibitor will arrive and complete booth setup during the following hours:

Thursday, January 12	5:00pm-9:00pm
Friday, January 13	8:00am-10:30am
6. Exhibitor will keep booth open and staffed during the following Expo hours:

Friday, January 13	11:00am-8:00pm
Saturday, January 14	8:30am-2:30pm (Opt)*

 Saturday exhibiting is optional but must be indicated on above application.
7. Booth setup shall not extend beyond assigned space.
8. Subletting of booth either partially or in full is not permissible. Signs, banners, displays, sampling, giveaways or promotional materials or activities of any kind of an entity other than the Exhibitor are not permissible.
9. Charleston Marathon reserves the right to reject any exhibit.
10. Exhibitor is allowed to sell products and services, however all products and services must be approved by Charleston Marathon.
11. All raffles and giveaways must be pre-approved by Charleston Marathon and must be in accordance with local and state laws.
12. Absolutely NO food and beverage sales will be allowed by exhibitors. Sampling is allowed but must be approved by Charleston Marathon.
13. Exhibitor shall provide Charleston Marathon with proof of insurance for worker's compensation, comprehensive general public liability and property damage, independent contractors, personal injury and contractual liability. Prior to occupancy, Exhibitor shall provide such proof of insurance and a certificate of insurance listing Charleston Marathon/Youth Endowment of the Arts as an additional insured on the general liability policies no later than **December 16, 2011**.
14. Exhibitor agrees not to deface property and agrees to acceptability for any damage to property of other Exhibitors. Any damage shall be remedied at Exhibitor's expense and to the satisfaction of the property owner.
15. In the event of war, fire, terrorist attack, public catastrophe, strike, act of God, civil unrest or other uncontrollable cause, the Expo or any part thereof is prevented from being held, or cancelled, Charleston Marathon shall, in its sole discretion, determine a refund, if any, to be paid to Exhibitors.
16. Exhibitor agrees to Charleston Marathon's/YEA promotional, non-commercial use of its images and the images of its workers, agents and staff in photographs, video, film or other media depictions of the Expo.
17. No use of the name Charleston Marathon, YEA and/or any of their logos, trademarks or copyrights for any commercial purpose or any merchandise for sale or giveaway is authorized without the express written permission from Charleston Marathon.
18. Exhibitor assumes all responsibility for loss, theft or destruction of goods, or personal injuries to itself, its employees, agents, representatives or visitors. Exhibitors wishing to insure their display materials including merchandise must do so at their own expense.
19. Exhibitor will observe all the policies and directive from Charleston Marathon parties regarding noise levels, fire regulations and activities of personnel under your control.