



Track Shack Events is thrilled to produce the 40th Annual OUC Orlando Half Marathon at downtown Lake Eola.

For those looking for a shorter distance, Track Shack's Lake Eola 5k is on the same day. Plus the whole family can enjoy the post race party afterward! This healthy event is an annual tradition!

"This event will be the city of Orlando's prized event. In coming years, we foresee 15,000 attending the event weekend. It's our goal to make the Orlando Half the best half marathon in the Southeast and showcase the beauties of Downtown Orlando!"

—Co-owner of Track Shack Events, Jon Hughes

Thank you for considering sponsorship.

Sarah Brown
Director of Marketing and Business Development
Track Shack Events

TRACK SHACK EVENTS

1013 Montana Street | Orlando, FL 32803 | 407.896.1160 | TrackShack.com



The 40th Annual OUC Orlando Half Marathon is a 13.1 mile run/walk that begins and ends at Orlando's scenic Downtown Lake Eola Park. The event attracts the whole family with the 5K on the same day.

Date: Saturday, December 3, 2016

Half Marathon Estimated Attendance: 4,000 runners/walkers

5k Estimated Attendance: 2,050

Location: Start Line at Lake Eola, Robinson Ave and Eola Drive

Website: www.OrlandoHalfMarathon.com

Packet Pickup

Mon Nov 28—Fri. Dec 2

Track Shack, 1104 N. Mills Ave.

Hours: 10am-7pm



Proceeds Benefit

The Track Shack Foundation, non-profit founded in 1994, to promote health and wellness with an emphasis on youth activities. Florida Citrus Sports is a non profit committed to enhancing the quality of life for disadvantaged youth and families in Central Florida.

Demographics of Participants

53% women participating

39 States represented; 97% Florida residents

11 Countries represented

Median Age – 33 in the 5k; 38 in the half marathon

Running USA and the National Runner Survey (2011)

Average HHI – 56.1% of our audience's household income is in \$75,000-\$149,000 range

Education - 73% Bachelor's degree and above

Road Races –The Ultimate Grassroots Marketing

Grassroots marketing through sports sponsorship puts a face on a business and allows customers to see and understand that the company is involved and committed to the community. Track Shack Events, a locally owned sports marketing company in Orlando since 1977, specializes in marketing and management and production of participation events. Track Shack Events has spent 3 decades building a relationship with the running community and has found road race participants to be loyal, educated and responsive.

TRACK SHACK EVENTS



SPONSORSHIP

Guaranteed visibility and association with the regions best participation event. The benefits below identify the different sponsorship levels of the OUC Orlando Half Marathon. Together we'll create a sponsor package that is best for your company.

Receive	Exceptional name and brand recognition
Achieve	Health, wellness and social responsibility
Believe	In a better community

*Sponsorship Benefits	Half Marathon Title Sponsor	Half Marathon Presenting Sponsor	5k Title Sponsor	Cornerstone Event Sponsor	Official Event Sponsor	Associate Event Sponsor	Onsite Event Sponsor
Cost	SOLD	\$25,000	\$20,000	\$15,000	\$10,000	\$6,000	\$1,500
Number of Sponsorships / Level	1	1	1	2	4	6	8
Must Commitment By	June 20	June 20	June 20	July 29	August 1	Sept 5	Oct 24
Naming/Logo							
Exclusive Event Naming Rights on All Marketing Material <small>ie: Florida Hospital Orlando Half Marathon presented by Track Shack</small>	x	x					
Exclusive Naming Right to 5k			X				
TV	x	x	X				
Radio	x	x	X	x			
Logo on Print & Marketing Collateral	x	x	X	x	x		
Logo on Event T-shirts	x	x	X	x	x		
Category Naming Rights <small>*Details on Page 4</small>	x	x	X	x	x	x	
Event eBlasts <small>To email database of 50,000</small>	x	x	X	x	x	x	
Website <small>Logo and hyperlink</small>	x	x	X	x	x	x	x
Social Media							
Slide show on YouTube.com	x	x	X	x	x		
Facebook	x	x	X	x	x		
Twitter	x	x	x	x	x		
Onsite							
Complimentary entries	TBD	TBD	35	30	25	20	10
Tent	TBD	TBD	20ftx20ft	20ftx20ft	20ftx10ft	10ftx10ft	10ftx10ft
Professional Announcements	x	x		x	x	x	x
Virtual Race Goodie Bag—Oct 26	X	X	X	X	X	X	x
Finish Chute Banners	x	x		x	x	x	NA

**Detailed description of each benefit is available on page 4 and 5.*

TRACK SHACK EVENTS



CATEGORY SPONSORSHIPS

Showcase your brand and connect your company with the participants.

Fully customizable sponsorship to gain the best exposure possible.

Additional benefits for category sponsorships may apply, such as **additional print, web and email presence.**

Category Sponsorships may be included in Cornerstone & Official Sponsorships at NO ADDITIONAL cost.

Refreshment Sponsor <i>Commit by Sept 30</i>	Provide bottled water and fruit for the 5,000 finishers. Branding with water labels and table clothes help the participants identify with your brand.
Training Guide (1) <i>Commit by July 1</i>	The Orlando Half Marathon attracts many first time participants making the Training Guide an important reference tool. The Training Guide builds brand awareness, credibility, and ROI!
Race Number (1) <i>Commit by Aug 1</i>	Put your message on the back of 6,000+ race numbers. Race numbers are great for couponing and tracking ROI.
Course Map (1) <i>Commit by July 1</i>	Participants want to see the race course! A highly interactive category sponsorship, participants can view the map on the event website, and in monthly e-mail blasts sent to 40,000 participants. Use the map for coupons and company branding. It's part of the event experience that participants appreciate!
Results and Mile Marker Sponsor (1) <i>Commit by July 1</i>	The sponsor name/logo will be prominently displayed on the Results page - the most visited webpage. Each mile will have sponsor name/logo signage onsite at each mile marker.
Entertainment Sponsor (3) <i>Commit by Aug 1</i>	Running is fun but it's a lot easier to pass the time when the course is lined with eight different live band, DJs and street performers. The sponsor name/logo will be prominently displayed along side each entertainment venue!
Water Stop Sponsor (8) <i>Commit by Oct 1</i>	Signage is created by the race committee using the sponsor's logo displayed at the water stop. The sponsor can add banners, balloons, music/entertainment elements, volunteers/employees outfitted in sponsor t-shirts, or other course decorations. Providing volunteers is an option but not required.
Photo Banner (1) <i>Commit by Aug 1</i>	The Photo Banner Sponsor is featured on the step and repeat photo backdrop located in the finish area. Participants want that photo memory of their accomplishment to show off on social media!
Lead Vehicle Sponsor(1) <i>Commit by Aug 1</i>	An ideal sponsorship for an automobile company to promote their latest model to the prime demographic. Includes lead vehicle and space before and after the race to display vehicles (3-4 vehicles total).



MARKETING BENEFITS

MEDIA

- Two-week TV promotion of the Half Marathon. Pending partnership.
- Two-week Radio promotion and advertising buy for the Half Marathon, station TBD

PRINT MATERIAL

- Sponsor logo on the following race advertisements.
 - ⇒ Track Shack's Start Line: August. TSE produced guide to upcoming events in Central Florida. Distribution: Direct mail to a well-maintained, opt in list of 29,000 participants over a five county area.
 - Sponsor supplied advertisements are available when specified in the sponsorship.
 - ⇒ Competitor Magazine: July, Sept, & October. Circ: 60,000 Southeast US
 - ⇒ Florida Race Place Magazine: July/August, September/October. Circ: 10,000 Tampa Bay area.
 - ⇒ Park Press Newspaper: November. Circ: 62,000 Orlando, Winter Park, Baldwin Park, College Park.
 - ⇒ Women's Running Magazine: September. Circ: 72,000. National print publication.
 - ⇒ Orange Appeal Lifestyle Magazine: July /August - Circ: 13,000. Local, high quality, lifestyle, direct mail publication.
- Sponsor logo on Half Marathon posters and flyers, approximately 1,000.
- Sponsor logo on event T-shirt, approximately 6,000. Worn proudly throughout the year!
- Sponsor logo on the event race numbers (Title/Presenting only), 6,000+. Couponing is available on back-side!

ELECTRONIC

- Website: Sponsor logo with hyperlink on event website: ***www.OrlandoHalfMarathon.com***
- Email: Sponsor logo/name and hyperlink on eNewsletter to the ***database of 50,000*** opt-in email addresses of running/walking enthusiasts. This includes an opportunity to author content.
- Facebook: Orlando Half Marathon is promoted through the Facebook Fanpage (22,000+ fans and growing daily). Specific sponsor promotions with sponsor partners are available
- Twitter: Orlando Half Marathon is promoted through Twitter, mentioning sponsor by name when and linking to Facebook and sponsor web pages when character limitations allow.

ONSITE / PACKET PICKUP

- Race Day Speaking: Top sponsors are invited to say a few words at the start of the race or at the awards.
- Professional Announcements: Sponsors are recognized during the event and may provide talking points.
- Banners: Sponsor may display banners on site (size: 2.5' x 6'). QTY depending on sponsorship level.
- Space: Premier space is available for sponsors to distribute promotional literature or use your space for client hospitality. Tent, tables and chairs are provided.
- Race Packet Inserts: Sponsor may include promotional material in individual participants race packets.
- Race Entries: Sponsors receive complimentary event entries to run or walk which include commemorative event shirt.



SPONSOR REPLY FORM

We are proud to support corporate wellness by sponsoring the Orlando Half Marathon at the level indicated below. I further understand that these opportunities will not be valid until this agreement is signed and payment has been issued to and accepted by Track Shack Events. As a sponsor, I agree to provide digital art work for all promotional advertising. Indicate the sponsorship level preferred:

Choose a Sponsorship Level:

_____	SOLD	Half Marathon Title Sponsor
_____	\$25,000	Half Marathon Presenting Sponsor
_____	\$20,000	5K Title Sponsor
_____	\$15,000	Cornerstone Event Sponsor
_____	\$10,000	Official Event Sponsor
_____	\$6,000	Associate Event Sponsor
_____	\$1,500	Onsite Event Sponsor

Category sponsorship:

**Pricing for category sponsorship varies.*

- ___ Training Guide Sponsorship
- ___ Course Map Sponsorship
- ___ Results Sponsor
- ___ Entertainment Sponsor
- ___ Water Stop Sponsor
- ___ Photo Banner Sponsor
- ___ Other: _____

We would like to support the event by donating an in-kind gift of publicity, prize certificate(s), refreshments or other:
Donated Item: _____ Market Value: _____

Event Details

Orlando Half Marathon and 5k

December 3, 2016 at Lake Eola

7:30am: Half Marathon Start | 7:40 am: 5k Start

All marketing and promotional elements controlled by Track Shack Events and the race committee will identify you as a sponsor of the Orlando Half Marathon and provide the associated benefits as shown in the proposal. Sarah Brown from Track Shack Events will contact you upon receipt of this agreement.

Sign and Return to: Sarah Brown, Marketing and Business Development.

sarah@TrackShack.com or mail to: Track Shack Events, 1013 Montana, Orlando FL, 32803 or via fax to (407)897-3243.

Name *Approved Signature* *Date*

Company Name *Billing Address City, State & Zip Code*

Email *Office Phone* *Cell Phone*

Track Shack Events - Approved Signature *Date*

Payment Information

Enclosed is a check payable to the **Track Shack Fitness Club**, a not-for-profit organization, in the amount of \$ _____. Mail with payment to: 1013 Montana St, Orlando, FL 32803.

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Healthy | Community | Events

Free Kids Runs



Holiday Fun



Throughout Central FL



Large Participation



Track Shack Events is a sports marketing company specializing in production of active participation events. The mission of Track Shack Events is to produce fitness events benefiting the entire community — runners, walkers, sponsors, and charities. Under the direction of co-owners Jon and Betsy Hughes, Track Shack Events supports charitable causes through the production of 50 events per year.

In 1994 the non-profit, **Track Shack Foundation** was created to promote health and fitness with an emphasis on youth programs. Through grants to local organizations, TSF has given over 2 Million dollars to Central Florida programs. Road race proceeds from runners and walkers registration and sponsor support funds the Foundation, allowing grants and donations to be given to these local and highly beneficial community programs.

Founded in 1977, **Track Shack** is a locally owned running and walking specialty store that is 'Keeping Central Florida Fit'. Nominated year after year as a top 5 specialty running store in the U.S., Track Shack focuses on fitting customers with the proper running and walking gear and giving expert advice. Track Shack is the hub for training programs and events, designed to help all fitness levels stay motivated and reach fitness goals!



In Step with Central Florida

National Runner & Walker Demographic

- In regards to states with the most runners, Florida is 3rd only behind California and Texas
- Of the 37 million US runners— 66% of them run 4+ hours each wk
- Runners spend an average \$247 annually on running shoes and apparel
- 63% have a household income between \$50-200K
- Average age female runner: 37.6 and male runner: 38.5
- 67% of Runners are married
- When asked how to classify oneself as a runner: 65% Frequent Fitness | 14% Competitive | 20% Jogger
- 89% of respondents indicated that they 'try to eat healthy foods'