

TOYOTA OF CLEVELAND · YMCA CAMP OCOEE

STRONG
ADVENTURE
RACE

Sponsorship Proposal

for the

2011 Toyota of Cleveland YMCA Camp Ocoee Strong Adventure Race

August 13, 2011

Camp Ocoee · Ocoee, Tennessee



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ABOUT THE STRONG ADVENTURE RACE

The Strong Adventure Race is designed to benefit YMCA Camp Ocoee's Strong Kids Campaign. The race will feature two events — a 2hr Youth Race and an 8 hour Adventure Race — that will be an ideal introduction for new athletes into the sport of adventure racing, while still challenging experienced athletes. Disciplines include mountain biking, trail running, flatwater paddling and orienteering. Racers will also encounter special "mystery events" along the way that will challenge their teamworking abilities. Since it began in 2007, the Strong Adventure Race has raised over \$20,000 for the Strong Kids campaign. For more information, visit www.strongadventurerace.com.

ABOUT YMCA CAMP OCOEE

Operated by the YMCA of Metropolitan Chattanooga, Camp Ocoee's mission is to provide experiences, under a strong Christian emphasis, that will strengthen the spirit, mind and body of all of its youth participants. In addition, the activities are focused on helping to prepare youth for challenges they will face in the future. Through their time at Ocoee, campers take away valuable leadership skills that they will use the rest of their lives.

For more information, visit www.campocoe.com.

ABOUT THE STRONG KIDS CAMPAIGN

The The YMCA of Metropolitan Chattanooga's annual Strong Kids Campaign ensures that no one is denied the opportunity to share in the YMCA experience due to an inability to pay. Each year, thousands of kids learn to swim, play and compete in youth sports leagues, go to summer camp, learn new skills and make new friends at the YMCA.

Your donation to the Strong Kids Campaign changes lives. As a supporter of the campaign, your gift benefits children and their families by making YMCA memberships and programs available to everyone. For generations, our YMCA has been building strong kids, strong families, and strong communities. This past year, an increasing number of families in our community faced tough economic challenges and the YMCA has seen an increase in requests for financial assistance.

For more information, visit www.ymcachattanooga.org/page/support-the-y/strong-kids.

CONTACT INFORMATION:

Race Director: Cathi Cannon, cathi@eyeprojector.com, 423.208.0589

Course Designer: Kevin Manning, kevin@manning-insurance.com, 423.596.8504

Executive Director of YMCA Camp Ocoee: Neil Rosenbaum, neil@campocoe.com



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OVERVIEW OF SPONSORSHIP OPPORTUNITIES:

Title Sponsor: \$4000

Presenting Sponsor of the 8hr Adventure Race: \$3000

Presenting Sponsor of the Youth Adventure Race: \$2000

Platinum Sponsor: \$1000 or \$2000 in-kind product donation

Gold Sponsor: \$500 or \$1000 in-kind product donation

Silver Sponsor: \$250 or \$500 in-kind product donation

Bronze Sponsor: \$100 or \$300 in-kind product donation

Product Sponsor: in-kind product donation

Custom Sponsorship opportunities also available



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TITLE SPONSOR – \$4000

- First right of refusal for future Title Sponsorships
- Exclusive Title Sponsor for the 8hr Races and Youth Adventure Races.

“In house” Promotional Material

- Exclusive title sponsor and rights to the race logos in [Insert Company Name Here] advertising and promotional material

Overall Media

- Title of the race(s) in all media will be [Insert Company Name Here] YMCA Strong Adventure Race
- Company name included in the official race logo
- Press release announcing title sponsorship and approved by title sponsor
- Press release distributed to
 - All participants (racers & volunteers)
 - Email distribution list of over 500 adventure racers
 - Local media, including the Times Free Press and Chattanooga
 - Adventure race industry mailing lists, including the ARA List, Checkpoint Zero, & multiple Yahoo Groups
 - All regional adventure racing clubs, including TBARC, MYCFAR, and We-Ce-FAR
 - Press release announcing title sponsorship will be posted on the race website
 - All subsequent press releases will use [Insert Company Name Here] YMCA Strong Adventure Race

Print

- Exclusive logo predominately displayed on both sides of start/finish race banner
- Logo featured on top of all race promotions to be distributed to all sporting good stores, running stores, local events, etc.
- Opportunity to display up to two banners at race registration at both races
- Opportunity to display up to two banners at race start/finish
- Exclusive logo inclusion on all race bibs/numbers
- Exclusive company logo printed on official race passport
- Exclusive logo printed on top of all race forms including medical forms, waivers, check in sheets, and passport directions.

Online

- Exclusive logo inclusion on race home page
- Exclusive logo featured on header of all race site pages
- Link to [Insert Company Website Here] on all [Insert Company Name Here] logos on race site
- Company name and logo included as title sponsor on active.com event registration page
- [Insert Company Name Here] YMCA Strong Adventure Race listed on all race calendars, including US-ARA, Checkpoint Zero, TrailBlazers, Active and The Georgia Athlete
- Logo featured on race sponsors page



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TITLE SPONSOR, CONTINUED

Race Day

- Booth on-site at race registration and opportunity to offer sample products or services
- If desired, race staff will set up booth with company product
- Inclusion in the participant race bags if desired
- Opportunity for a representative to speak at the pre-race briefing
- Two complimentary entries for both races
- Access to a private Hospitality Cabin at Wasson during race weekend

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OPPORTUNITY TAKEN



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PRESENTING SPONSOR

- **8hr Adventure: \$3000**
- **2hr Youth Event: \$2000**

- First right of refusal for future Presenting Sponsorships
- Exclusive Presenting Sponsorships available for each event (2 total)

"In house" Promotional Material

- Exclusive title sponsor and rights to the race logos in [Insert Company Name Here] advertising and promotional material

Overall Media

- Title of the race(s) in all media will be The [Title Sponsor if any] YMCA Strong Adventure Race 2hr Youth Event, Presented by [Insert Company Name Here] and The [Title Sponsor if any] YMCA Strong Adventure Race 8hr Adventure, Presented by [Insert Company Name Here]
- Company name included in the official race logo
- Press release announcing presenting sponsorship and approved by presenting sponsor
- Press release distributed to
 - All participants (racers & volunteers)
 - Email distribution list of over 500 adventure racers
 - Local media, including the Times Free Press and Chattanooga
 - Adventure race industry mailing lists, including the ARA List, Checkpoint Zero, & multiple Yahoo Groups
 - All regional adventure racing clubs, including TBARC, MYCFAR, and We-Ce-FAR
 - Press release announcing presenting sponsorship will be posted on the race website

Print

- Exclusive logo predominately displayed on both sides of start/finish race banner
- Logo featured on top of all race promotions to be distributed to all sporting good stores, running stores, local events, etc.
- Opportunity to display up to two banners at race registration at both races
- Opportunity to display up to two banners at race start/finish
- Exclusive logo inclusion on all race bibs/numbers
- Exclusive company logo printed on official race passport
- Exclusive logo printed on top of all race forms including medical forms, waivers, check in sheets, and passport directions.



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PRESENTING SPONSORS, CONTINUED

Online

- Logo featured on sidebar of event's website pages
- Link to [Insert Company Website Here] on all [Insert Company Name Here] logos on race site
- Company name and logo included as title sponsor on active.com event registration page
- [Insert Company Name Here] YMCA Strong Adventure Race listed on all race calendars, including US-ARA, Checkpoint Zero, TrailBlazers, Active and The Georgia Athlete
- Logo featured on race sponsors page

Race Day

- Booth on-site at race registration and opportunity to offer sample products or services
- If desired, race staff will set up booth with company product
- Inclusion in the participant race bags if desired
- Opportunity for a representative to speak at the pre-race briefing
- One complimentary entry for both races
- Access to a private Hospitality Cabin at Wasson during race weekend



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PLATINUM SPONSOR – \$1000 or \$2000 in-kind product value

"In house" Promotional Material

- Rights to the race logo in [Insert Company Name here] advertising and promotional material

Overall Media

- Press release announcing platinum sponsorship and approved by platinum sponsor
- Press release distributed to
 - Race participants and volunteers
 - Email distribution list of over 350 adventure racers
 - Local media, including the Times Free Press and Chattanooga.com
 - Adventure race industry mailing lists, including the ARA List, Checkpoint Zero, & multiple Yahoo Groups
 - All regional adventure racing clubs, including TBARC, MYCFAR, and We-Ce-FAR
- Press release announcing platinum sponsorship will be posted on the race website

Print

- Logo featured on bottom of all race promotions to be distributed to sporting good stores, running stores, local events, etc.
- Opportunity to display one banner at race registration of both races
- Opportunity to display one banner at race start/finish of race

Online

- Link to [Insert Company Website Here] on all [Insert Company Name Here] logos on the race site
- Company's logo featured on race sponsors page

Race Day

- Booth on-site in our "Vendor Village" and opportunity to offer sample products or services
- Inclusion in the participant race bags if desired
- One complimentary entry for both races



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GOLD SPONSOR – \$500 or \$1000 in-kind product value

"In house" Promotional Material

- Rights to the race logo in [Insert Company Name here] advertising and promotional material

Overall Media

- Press release announcing gold sponsorship and approved by gold sponsor
- Press release distributed to
 - Race participants and volunteers
 - Email distribution list of over 500 adventure racers
 - Local media, including the Times Free Press and Chattanooga.com
 - Adventure race industry mailing lists, including the ARA List, Checkpoint Zero, & multiple Yahoo Groups
 - All regional adventure racing clubs, including TBARC, MYCFAR, and We-Ce-FAR
- Press release announcing gold sponsorship will be posted on the race website

Print

- Logo featured on bottom of all race promotions to be distributed to sporting good stores, running stores, local events, etc.
- Opportunity to display one banner at race start/finish of race

Online

- Link to [Insert Company Website Here] on all [Insert Company Name Here] logos on the race site
- Company's logo featured on race sponsors page

Race Day

- Inclusion in the participant race bags if desired
- Booth on-site in our "Vendor Village" and opportunity to offer sample products or services



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SILVER SPONSOR – \$250 or \$500 in-kind product value

“In house” Promotional Material

- Rights to the race logo in [Insert Company Name here] advertising and promotional material

Overall Media

- Press release announcing silver sponsorship
- Press release distributed to
 - Race participants and volunteers
 - Email distribution list of over 500 adventure racers
 - Local media, including the Times Free Press and Chattanooga.com
 - Adventure race industry mailing lists, including the ARA List, Checkpoint Zero, & multiple Yahoo Groups
 - All regional adventure racing clubs, including TBARC, MYCFAR, and We-Ce-FAR
- Press release announcing silver sponsorship will be posted on the race website

Print

- Logo featured on bottom of all race promotions to be distributed to sporting good stores, running stores, local events, etc.
- Opportunity to display one banner at race registration

Online

- Link to [Insert Company Website Here] on all [Insert Company Name Here] logos on the race site
- Company’s logo featured on race sponsors page

Race Day

- Inclusion in the participant race bags if desired
- Booth on-site in our “Vendor Village” and opportunity to offer sample products or services



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BRONZE SPONSOR – \$100 or \$300 in-kind product value

Overall Media

- Press release announcing bronze sponsorship
- Press release distributed to
 - Race participants and volunteers
 - Email distribution list of over 500 adventure racers
- Press release announcing bronze sponsorship will be posted on the race website

Print

- Logo featured on bottom of all race promotions to be distributed to sporting good stores, running stores, local events, etc.
- Opportunity to display one banner at race registration

Online

- Link to [Insert Company Website Here] on all [Insert Company Name Here] logos on the race site
- Company's logo featured on race sponsors page

Race Day

- Inclusion in the participant race bags if desired



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PRODUCT SPONSOR – In-kind product donation

Overall Media

- Press release announcing product sponsorship
- Press release distributed to
 - Race participants and volunteers
 - Email distribution list of over 500 adventure racers
- Press release announcing product sponsorship will be posted on the race website

Print

- Logo featured on bottom of all race promotions to be distributed to sporting good stores, running stores, local events, etc.
- Opportunity to display one banner at race registration

Online

- Link to [Insert Company Website Here] on all [Insert Company Name Here] logos on the race site
- Company's logo featured on race sponsors page



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CUSTOM SPONSOR - based on your needs

Do you have an innovative sponsorship concept? We are excited to work with you to implement your idea!
Please contact us to discuss your concept and needs.