

# THE TYLER ROSE

MARATHON • HALF MARATHON • 5K

## Sponsorship Opportunities



**Nearly 2,000 participants enjoyed the 1<sup>st</sup> Annual Tyler Rose. In 2011 we move to the Tyler Rose Garden Center. The most beautiful finish line area will attract many more participants.**

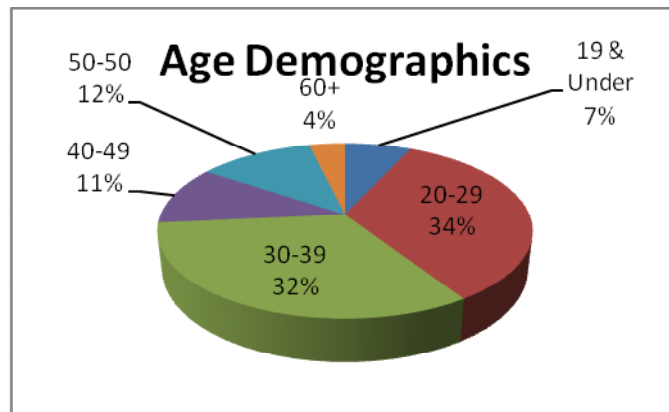
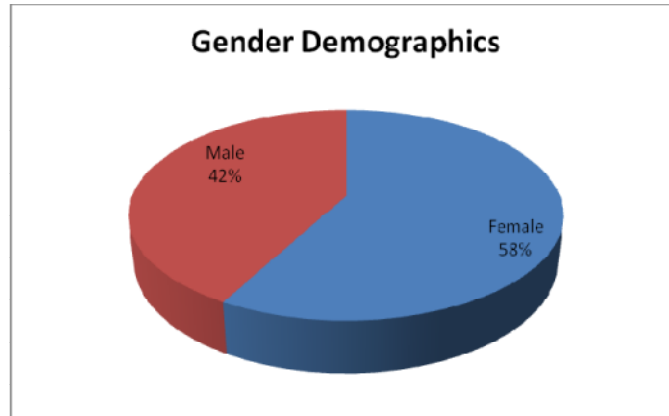
- Over 90% of our entrants are computer competent with 60% of all entries either registering online or by printing entry from the event web site.
- Over 60% of entrants provide a current email address. Mellew Productions currently has an active master email list of over 10,000 people! We have a planned program that reaches these customers without creating the sense of bombardment. We have tracked responses from previous emails. 95% of good addresses are read with 40% getting reactions of some kind.
- Of those over 25, 75% have gone to college or have a degree.
- Although it varies from event to event, only 15% of those that attended the past year, return the next year. You are always reaching new people.
- Our mail lists are only kept on a year-to-year basis. We only mail to those that have attended our events in the last 12 months.
- There are 2.6 million runners in the state of Texas and three times that many that walks frequently. We feel our market is unlimited. For every entrant there will be three that visit us. Many thousands come to watch also.
- According to our research, most attendees come in social groups. We have the research that tells us how people find us. That is why we market extensively in all area corporations and groups.

For additional information, visit [www.tylermarathon.com](http://www.tylermarathon.com) or email [Lewis.George@Mellew.com](mailto:Lewis.George@Mellew.com)

# Sponsorships By Level

	Presenting \$5,000	Silver \$2,000	Bronze \$750	Booth \$400
<b>Company Visibility</b>				
Logo inclusion in all media advertisements	X			
Designated as a presenting sponsor	X			
Logo inclusion in all event email blasts	X			
Inclusion of logo on top/back of event T-shirts	X			
Logo on back of T-shirt		X		
Logo on home page of web site with link	X	X		
Coupon capabilities in event confirmation and info emails	X	X		
Logo inclusion on front of brochure (when print schedules allow)	X	X		
Logo inclusion on professional inflatable finish line arch	X	X		
Logo on sponsor page of web site with link	X	X	X	
Usage of Event mail list	X			
Booth space at event Expo	X	X	X	X
<b>Race Day Recognition</b>				
Banner placement at event staging area and start/finish line	X	X	X	
Sponsor mention by event announcer	X	X		
Product placement and/or free booth space at the event	X	X	X	
<b>Company Participation</b>				
Free entries for employees	10	6	2	
Invitation to sponsor party	6	4	2	
Entries to VIP area at finish line race day	6	4	2	

# Demographics



## **This is who you are reaching:**

50,000+ visitors to our event web site  
250,000+ people in media advertising  
2,500+ people at the event

# Sponsorship Agreement Contract

This agreement is made by and between *Mellew Productions and The Tyler Rose*, and (sponsor name here) \_\_\_\_\_ (hereinafter referred to as "sponsor"), and dated this \_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

*The Tyler Rose* agrees to provide the following services and privileges to the sponsor as outlined on the sponsor levels and benefits page.

Presenting	\$5,000
Silver	\$2,000
Bronze	\$750
Booth	\$400

Other terms mutually agreed upon (if none, so state):

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Sponsor shall pay to *Mellew Productions* the sum of \$\_\_\_\_\_, which is due and payable within 15 days of this contract or by \_\_\_\_\_.

If sponsor is donating product, the delivery date will be \_\_\_\_\_.

**FOR Mellew Productions:**

Signed By:

\_\_\_\_\_  
Title:

\_\_\_\_\_

**FOR the SPONSOR:**

Signed By:

\_\_\_\_\_  
Title:

\_\_\_\_\_

Make check payable to **Mellew Productions, Inc.**

Mail to Mellew Productions, Inc., P.O. Box 852856, Richardson, Texas 75085