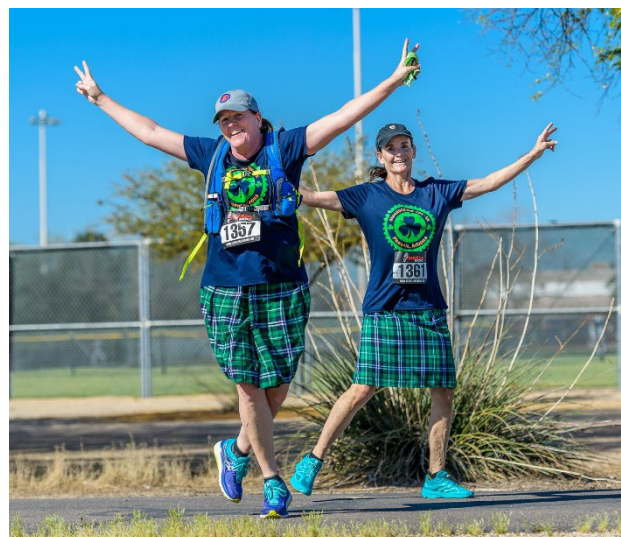




## RACE DEMOGRAPHICS

This year approximately 1500+ runners, 60 volunteers and over 250 spectators are expected on race day. Here's how the participant numbers breakdown:

- 66% Women
- 57% Between the ages of 30 and 49
- 79% Travel Less than 30 Miles to Participate
- 14% Travel More than 100 Miles to Participate
- 10 States and 3 Countries Represented



Businesses searching for creative and interactive ways to reach new, loyal and active customers are invited to partner with the Shamrock Run and StartLine Racing.

By partnering with StartLine Racing you can increase your business exposure within the Phoenix area running community as well as enhance your customer base.

The cross-marketing opportunities will benefit your business and strengthen your roots in the community and surrounding areas.

We offer many sponsorship opportunities that can be tailored to fit your marketing goals and budget. Get face to face with hundreds of new customers!

The Shamrock Run was founded in March 2017 and is now in its fourth year. The event features 10K and 5K distances. Shamrock takes place in Tempe, Arizona and Marana, Arizona.



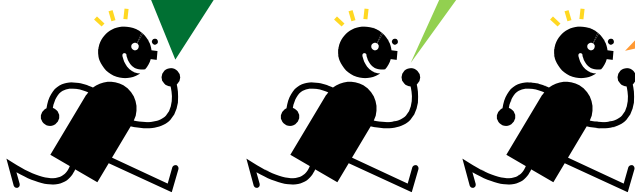


StartLine Racing was created to give every runner the best possible race day experience every time. Whether it is a charity race of 100 or an event of 2,000, all events are judged by the experience that each individual walk away from the event with. We make it our goal to provide the best service and experience to EACH participant EVERY time!

"I cannot tell you how much I love and appreciate StartLine. Throughout the race I thought I would never make it. When I crossed the finish line it felt like I was the first with the way the staff reacted. I love that it doesn't matter if I run a 5-minute or 20-minute mile. Thank you for an amazing experience."

"Best racing company in Phoenix! Responsive and caring people!"

"StartLine Racing is awesome! They are so organized and always keep the runners pumped and ready to go! The entry fees are always reasonable, and they sponsor tons of great charities. Keep it up!"



# SPONSORSHIP BENEFITS & DETAILS

We aim to provide value to sponsors by:

- Providing opportunities for you to market your services to our database of over 40,000 runners and stakeholders
- Providing you with opportunities to become actively involved in community events
- Helping to enhance your profile as an active supporter of a worthwhile event that promotes health, wellness and running in the Phoenix Metro area.

## Pot O' Gold Sponsorship \$5,000

- Naming rights to the event
- Logo on Race Photos
- Logo on Front of Event Shirt
- Banners in Event Area
- Logo on Finisher Medal Lanyards
- Corporate Item in Goodie Bags
- 20' x 10' Space in Vendor Village
- Social Media Promotion
- Website Presence
- Recognition in Email Blasts
- Recognition on Race Flyers
- Option to Host Packet Pick-up
- Company Logo integrated with Event Logo
- Inclusion in Company Newsletter
- Logo on Screens throughout Event Area
- 20 Free Race Entries

## Leprechaun Sponsorship \$2,500 (1 Event)

- Logo on Back of Event Shirt
- Banners in Event Area
- Logo on Finisher Medal Lanyards
- Corporate Item in Goodie Bags
- 20' x 10' Space in Vendor Village
- Social Media Promotion
- Website Presence
- Recognition in Email Blasts
- Recognition on Race Flyers
- Inclusion in Company Newsletter
- Logo on Screens throughout Event Area
- 10 Free Race Entries

## Horseshoe Sponsorship \$1,000 (1 Event)

- Logo on Back of Event Shirt
- Banners in Event Area
- Corporate Item in Goodie Bags
- 10' x 10' Space in Vendor Village
- Social Media Promotion
- Website Presence
- Recognition in Email Blasts
- Inclusion in Company Newsletter
- Logo on Screens throughout Event Area
- 5 Free Race Entries

## Rainbow Sponsorship \$500 (1 Event)

- Logo on Back of Event Shirt
- Corporate Item in Goodie Bags
- 10' x 10' Space in Vendor Village
- Website Presence
- 2 Free Race Entries

## Clover Sponsorship \$250 (1 Event)

- Logo on Back of Event Shirt
- 10' x 10' Space in Vendor Village

SPONSORSHIP BENEFITS	POT O' GOLD \$5000	LEPRECHAUN \$2500	HORSESHOE \$1000	RAINBOW \$500	CLOVER \$250
# of FREE RACE ENTRIES	20	10	5	2	0
<b>PRE-EVENT RECOGNITION</b>					
Social Media Promotion	<i>4x Month</i>	<i>2x Month</i>	<i>1x Month</i>		
Website Presence	X	X	X	X	X
Email Blasts	X	X	X		
Race Flyers	X	X			
<b>ON-SITE RECOGNITION</b>					
Logo integrated into Event Logo	X				
Event Naming Rights	X				
Logo on Event Screens	X	X	X		
Event Sponsor Banners	X	X	X		
Logo on Front of Event T-Shirt	X				
Packet Pickup Host	X				
Logo on Event Medal Lanyards	X	X			
Corporate Item in Goody Bags	X	X	X	X	
Logo on Back of Event T-Shirt	X	X	X	X	X
Space in Vendor Village	<i>20 X 10</i>	<i>20 X 10</i>	<i>10 X 10</i>	<i>10 X 10</i>	<i>10 X 10</i>
<b>POST-EVENT RECOGNITION</b>					
Thank you Email Blast	X	X	X	X	X
Logo on Race Photos	X				
Company Newsletter	X	X	X		

# MEDIA REACH

StartLine Racing provides wide exposure through a variety of media outlets and marketing channels. Please use the below information as a basic guide to the types of advertising, public and community relations opportunities afforded by a series sponsorship.

- Social Media
  - Facebook - StartLine Racing: 8200+ followers
  - Twitter - @StartLine Racing: 9100+ followers
  - Instagram – @startlineracing: 1700+ followers
- E-Newsletters
  - Running Community List: 50,000+ subscribers
- Flyers
  - 2,000 distributed locally and throughout Maricopa County and Pinal County





