



# BOOT RUN

BOOT CAMPAIGN  
BENEFITTING NOT ALONE

**SEPTEMBER 8, 2012**  
**NASHVILLE, TN**

SPONSOR PACKET

## Presenting Sponsor - \$10,000

- Inclusion in all radio and television spots
- Logo prominently placed on all advertising materials (bags, etc.)
- Inclusion in all Boot Run communications promoting the event (newsletters, emails, etc.)
- Logo prominently placed on the front of brochures and t-shirts as well as on all printed material (posters, etc.)
- Logo on website with link to your business/organization site
- Company name stated as presenting sponsor on the scrolling marquee at the entrance of event
- Inclusion in all media/press releases
- Display (4) company banners: at the start and finish lines, one in the entry plaza and one along the course for runners to view
- Opportunity to speak on the Main Stage about your company/organization
- Company/Organization mentioned as sponsor from Main Stage
- Contribute a door prize or free drawing for merchandise to be given away from the Main Stage
- Opportunity to set up an exhibit table/booth in the entry plaza to distribute promotional items, coupons and/or literature (booth package included)
- Logo on "Thank You" banner posted by Main Stage

## Platinum Sponsor - \$7,500

- Inclusion in all radio and television spots
- Logo on all advertising materials (bags, tray liners, table tents, etc.)
- Inclusion in all Boot Run communications promoting the event (newsletters, emails, etc.)
- Logo on all printed materials (brochures, posters, t-shirts, etc.)
- Logo on website with link to your business/organization site
- Inclusion in all media/press releases
- Display (3) company banners: near the start and finish lines and one in the entry plaza
- Receive a company/organization specific PA announcement from Main Stage
- Company/Organization mentioned as sponsor from Main Stage
- Opportunity to set up an exhibit table/booth in the entry plaza to distribute promotional items, coupons and/or literature (booth package included)
- Logo on "Thank You" banner posted by Main Stage

## Gold Sponsor - \$5,000

- Logo on all advertising materials (bags, table tents, etc.)
- Inclusion in all Boot Run communications promoting the event (newsletters, emails, etc.)
- Logo on all printed materials (brochures, posters, t-shirts, etc.)
- Logo on website with link to your business/organization site
- Inclusion in all media/press releases
- Display (1) company banner: near the start or finish line and one in the entry plaza
- Company/Organization mentioned as sponsor from Main Stage
- Opportunity to set up an exhibit table/booth in the entry plaza to distribute promotional items, coupons and/or literature (booth package included)
- Logo on "Thank You" banner posted by Main Stage

## Main Stage Sponsor - \$2,500

- Receive exclusive billing on the stage as the Main Stage Sponsor the day of the event
- Inclusion in all Boot Campaign communications promoting the event (newsletters, emails, etc.)
- Logo on all printed materials (brochures, posters, t-shirts, etc.)
- Logo on website with link to company site
- Opportunity to speak on the main stage about your company/organization
- Logo on "Thank You" banner posted by Main Stage
- Opportunity to set up an exhibit table/booth in the entry plaza to distribute promotional items, coupons and/or literature (booth package included)

## Exhibitor Booth - \$750

- Booth Package: 10x10 Tent, 8ft table and two folding chairs
- Visibly located in the Entry Plaza
- Ability to offer a product or service to participants and volunteers on the day of the race
- Supply an item or literature for registration packets given to each participant on the day of the race
- Opportunity to develop prospective customers
- Contribute a door prize or free drawing for merchandise to be given away from the Main Stage

## T-Shirt Sponsor - \$500

- Showcase your company's logo on the back of the Race t-shirts
- Communicate to the community your support of the Boot Run

**To become a sponsor contact: Danielle Zopf • [danielle@notalone.com](mailto:danielle@notalone.com) • 615-243-7400**