

Presented by



TIME WARNER CABLE

THE POWER OF YOU™



13th Annual arc race 2007



Saturday, September 8th, 2007

Long Branch Park, Liverpool

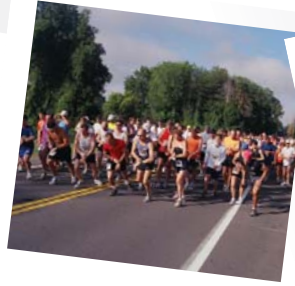
5k • Half Marathon • Family Fun Walk



Each year, over 1,000 people come to Long Branch Park for Arc Race. Be a part of this day of fun and help support Arc's programs for people with developmental disabilities in our community.

Sponsorship Information

Sponsorship Packages



Presenting Sponsor
\$10,000

Contributing Sponsor
\$5,000

Patron Sponsor
\$2,500

Sprint Sponsor
\$1,500

	Presenting Sponsor \$10,000	Contributing Sponsor \$5,000	Patron Sponsor \$2,500	Sprint Sponsor \$1,500
Recognition as Presenting Sponsor on all press releases, promotional materials, advertising, billboards, and featured prominently at the event	●			
Recognition during speeches and announcements on race day as Presenting Sponsor	●			
Company representative pulls trigger at starting line, to begin a race event	●			
Inclusion in Arc Race media campaign by Time Warner Cable, including television spots and bill inserts, covering much of Central New York, worth over \$400,000.	●			
Your company featured prominently in Race-related articles in <i>Patterns</i> , Arc of Onondaga's quarterly magazine with a circulation of 10,000.	●			
Company name and logo featured on banner promoting race at New York State Fair	●			
Opportunity to place printed materials (flyers, business cards, pamphlets, coupons, etc.) and/or promotional items in all Race bags. Bags are distributed to the 800+ participants. (Deadline: August 1)	●	●		
Opportunity to place additional prominent company signage or banners at the event	●	●		
Your company logo prominently placed on the Race T-shirt (Deadline: July 20)	●	●	●	
Space in the Family Fun Area to set up a booth, table, vehicle or other company promotional display.	●	●	●	
Representative from your company presents prizes to winners of the age & gender bracket(s) of your choice. (Higher sponsorship levels have priority in choice of brackets)	●	●	●	●
Complimentary advertisement in the Race Program (distributed to all participants) (Artwork deadline: August 1)	Full page	Full page	Half page	Quarter page
Opportunity to place signage at Arc Race park entrance or near finish line	●	●	●	●
Your company's name and logo featured in color on mile marker signs	4 markers	3 markers	2 markers	1 marker
Your company's logo featured prominently on 15,000 or more Arc Race applications (First Printing deadline: July 1)	●	●	●	●
Your company's logo on Arc of Onondaga's web site with a link to your web site	●	●	●	●
Listing in the program book, in multiple places, as a sponsor at your level.	●	●	●	●
Your company recognized for your sponsorship in <i>Patterns</i> , Arc of Onondaga's quarterly magazine with a circulation of 10,000.	●	●	●	●
Complimentary entries for runners or walkers in any event (paperwork and releases must be signed by September 1)	20	15	10	5

To become an Arc Race sponsor fill out the enclosed commitment form and return to Arc of Onondaga. If you have any questions about sponsorships or the sponsorship benefits, please call our Development Office at 315.476.7441, ext. 147 or email us at info@arcon.org!

Program Advertising Rates

Program Advertising

Advertise your business or organization in our Arc Race program book, or even place a special message from you or your family in support of Arc or a particular participant! Programs are distributed to all participants of the race as well as to other vendors and supporters.

Ad Sizes and Pricing

Full Page Ad **\$550**

4 3/4" (W) x 7 3/4" (H)

*Full page ads receive preferential placement.

Half Page Ad **\$300**

4 3/4" (W) x 3 3/4" (H)

Quarter Page Ad **\$150**

2 1/4" (W) x 3 3/4" (H)

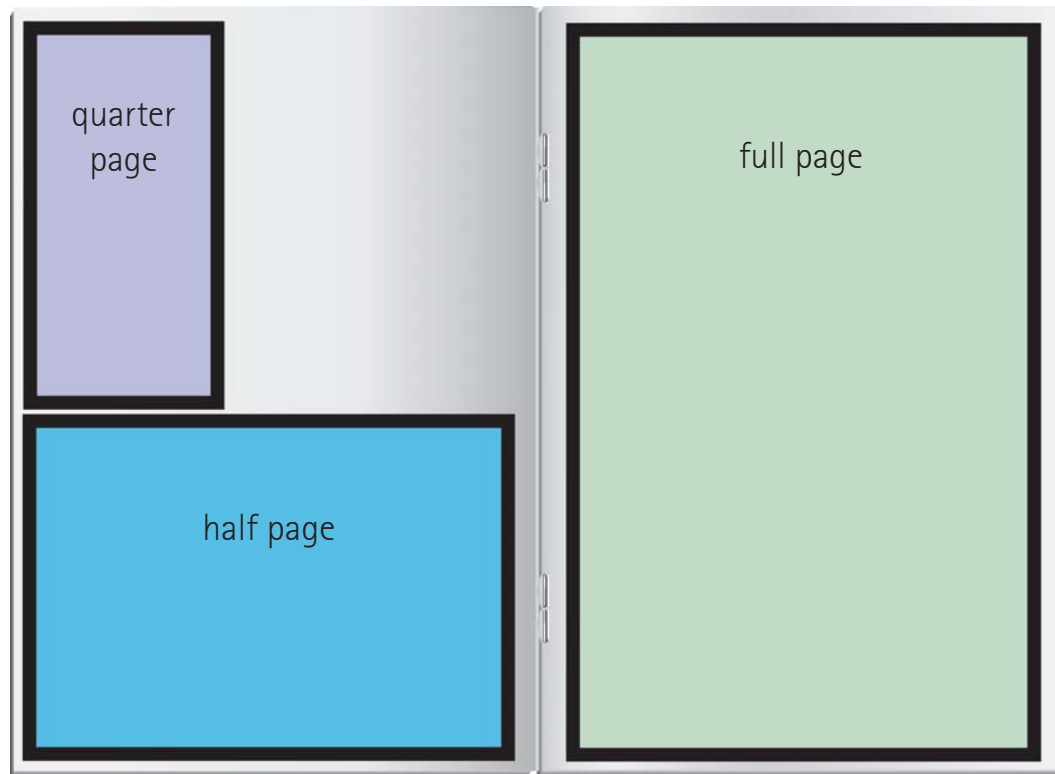
or

4 3/4" (W) x 1 3/4" (H)

Ad Specifications

Advertisements are black and white. We request artwork (such as a PDF, JPEG or Adobe InDesign file) for your ad by **August 1** to guarantee placement in the program booklet. 300 dpi is ideal.

Digital artwork can be submitted to eventads@arcon.org.



In-Kind Donations

In-Kind Donations

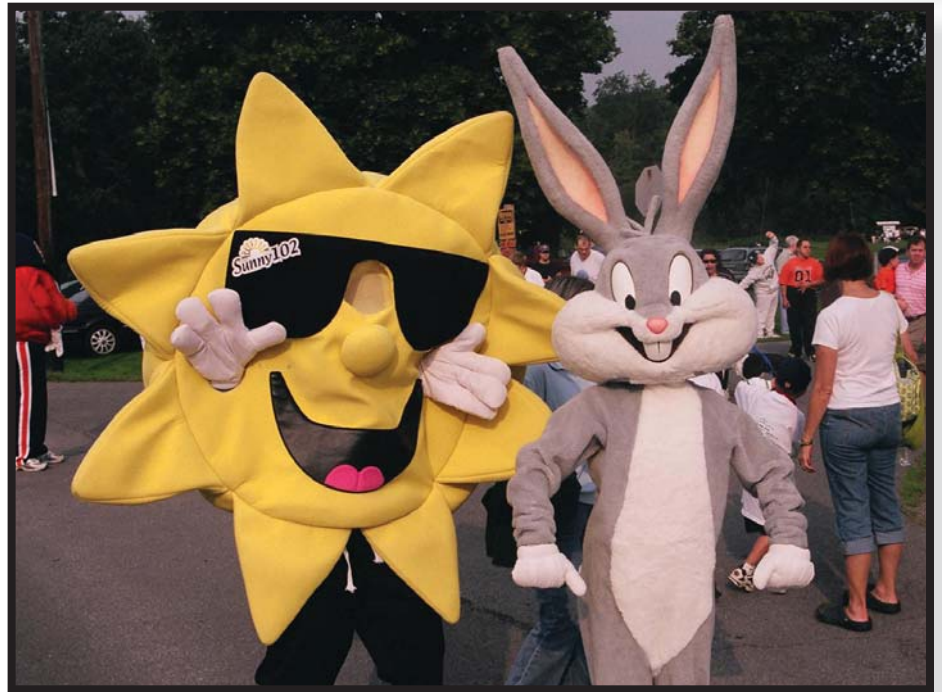
Arc Race depends on the generosity of companies and individuals to help keep down the cost of setting up this major event. In-kind donations help Arc raise money for people with developmental disabilities. Contributions to Arc Race may be tax-deductible, as the Arc of Onondaga Foundation is a 501(c)(3) non-profit.

Donors will receive recognition for their contributions at minimum:

- listing as an in-kind donor in *Patterns*, our quarterly magazine
 - a complimentary ad. Deadline for artwork submission to guarantee placement is August 1. Size of ad depends on value of donation
 - listing in the event program as an in-kind donor
- Additional recognition is also available depending on the type of donation made.

Some examples of items Arc Race could use include:

- Snacks, including fruit and vegetables, bagels, donuts, individually wrapped snacks, cookies, cheese, popcorn, candy and more.
- Refreshments including coffee, sports drinks, bottled water, ice, soda, tea, energy drinks and juice.
- Portable toilet and/or wash stations.
- Services such as an attraction, entertainment or prizes for our Family Fun Area.
- Free advertising or media exposure for Arc Race prior to the event.
- Signage, banners, and barrier tape.
- Plastic or paper cups and other supplies for water stations.
- Items, such as napkins, plates, plasticware, etc. for refreshment area.
- Usage of road cones and barriers.
- Photography or videography services.



You can help Arc better support programs for people with developmental disabilities by donating services or goods from your business to Arc Race!



13th Annual Arc Race 2007
Presented by Time Warner Cable
Sponsorship & Advertisement Commitment Form

Company Name: _____ Date: _____

Contact Person: _____ Phone: _____

Address: _____ City, State, Zip: _____

Email Address: _____ Fax: _____

Yes! I'd like to sponsor Arc Race 2007, on September 8th at Long Branch Park, Liverpool.

- | | |
|--|--|
| <input type="checkbox"/> Presenting Sponsor (\$10,000) | <input type="checkbox"/> Full Page Program Ad (\$550) |
| <input type="checkbox"/> Contributing Sponsor (\$5,000) | <input type="checkbox"/> Half Page Program Ad (\$300) |
| <input type="checkbox"/> Patron Sponsor (\$2,500) | <input type="checkbox"/> Quarter Page Program Ad (\$150) |
| <input type="checkbox"/> Sprint Sponsor (\$1,500) | |
| <input type="checkbox"/> Media Sponsor: <i>Sponsor will provide:</i> _____ | |

I'll donate these goods or services to the event: _____

Payment Options

Please make checks payable to: The Arc of Onondaga Foundation

- Enclosed Check Please Invoice me: ___ One Time ___ Monthly ___ Quarterly
- Visa MasterCard American Express Card # _____ Exp: _____

Please return this form to:
 Arc of Onondaga Foundation
 600 S Wilbur Avenue
 Syracuse, New York 13204
Or Fax to: (315) 476-7446

 Authorized Sponsor Signature **(Required)**

Please call Gini Gozzi, Special Events Coordinator at 315-476-7441, ext. 147
 if you have any questions or require more information.

Artwork for your program ad should be emailed to: eventads@arcon.org no later than August 1, 2007