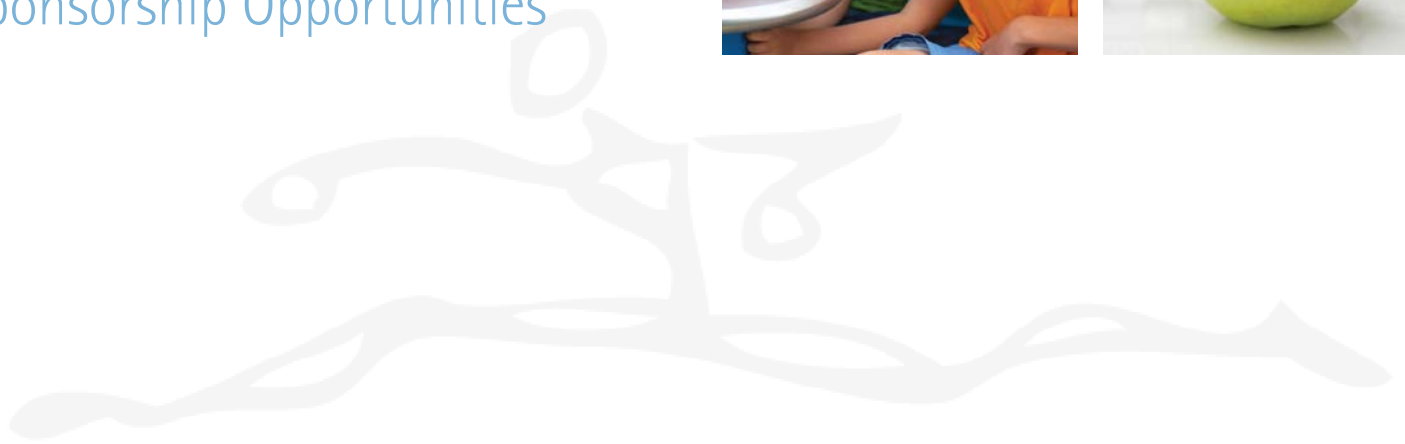


14th Annual
Arc Race 2008

Sponsorship Opportunities



Half Marathon • 5k Run • 3k Fun Walk • Wellness Tent • Family Fun Zone

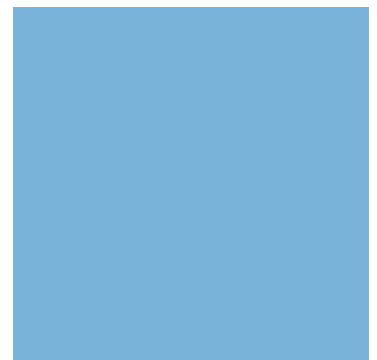


■ What is Arc Race?

Arc Race is an annual community event hosted by the Arc of Onondaga Foundation. Arc Race raises important funds to ensure services for local people with developmental disabilities and their families are available well into the future.

Over 1,000 people come to Long Branch Park to participate in one of Arc Race's events. Arc Race has something for everyone with events and attractions including:

- **Half Marathon** - a USATF certified, 13.1 mile, competitive road race; one of the few autumn Half Marathons in the Northeastern U.S.
- **5k Run** - a USATF certified, competitive road race
- **3k Fun Walk** - a non-competitive walk for the whole family on a beautiful course through the park.
- **Health & Wellness Tent** - new this year, a fair full of product samples, demonstrations, helpful information and free services.
- **Family Fun Zone** - Bring the whole family for entertainment including a petting zoo, games, prizes, music, free refreshments and more.



■ Why Sponsor?

Arc Race has been a community event for 14 years and Arc of Onondaga has been serving the community since 1951. As one of the largest non-profit, community running events in Central New York, Arc Race provides a perfect opportunity to reach a large audience. Attendees include avid athletes, runners, people with developmental disabilities and their families, corporate team members and a wide variety of community members.

Sponsors of Arc Race receive a wide variety of benefits which are detailed on the enclosed chart. Advertisements and promotional features reach a large and diverse audience.



[Learn more >](#)

Sponsorship Opportunities

	Presenting Sponsor \$15,000	Contributing Sponsor \$10,000	Patron Sponsor \$5,000	Supporting Sponsor \$2,500	Sprint Sponsor \$1,500
Recognition as Presenting Sponsor on all press releases, promotional materials, advertising, billboards.	•				
Inclusion in Arc Race media campaign through Time Warner Cable, Sunny102, Syracuse New Times and FamilyTimes. Includes hundreds of television and radio spots, newspaper ads and other advertising covering Central New York.	•				
Recognition during speeches and announcements on Race day as Presenting Sponsor	•				
Company name and logo featured on materials promoting Race at New York State Fair	•				
Company representative pulls trigger at starting line to begin a Race event	•	•			
Your company featured prominently in articles in <i>Patterns</i> , Arc of Onondaga's quarterly magazine with a circulation of 10,000+.	•	•			
Flags and/or banners at start and finish lines with your company logo	•	•			
Opportunity to place additional prominent company signage or banners in the event area.	•	•	•		
Representative from your company presents medals and prizes to winners of the age & gender bracket(s) of your choice. <i>(Higher sponsorship levels have priority in choice of brackets)</i>	•	•	•		
Your company logo prominently placed on the Race T-shirt <i>(Deadline: July 20)</i>	•	•	•	•	
Space in the Family Fun Area to set up a booth, table, vehicle or other company promotional display.	•	•	•	•	
Opportunity to place materials (flyers, business cards, pamphlets, coupons, promotional items, etc.) in all Race bags. Over 1,000 bags will be used. <i>(Deadline: August 1)</i>	•	•	•	•	
Your company's name and logo featured in color on mile marker signs	4 markers	3 markers	2 markers	1 marker	
Advertisement in the Race Program distributed to all participants <i>(Artwork deadline: August 1)</i>	Full page	Full page	Full page	Half page	Quarter page
Your company's logo featured prominently on 15,000 or more Arc Race applications <i>(First Printing deadline: June 1)</i>	•	•	•	•	•
Your company's logo on Arc of Onondaga's web site with a link to your 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 <i>(paperwork and releases must be signed by September 1)</i>	25	20	15	10	5

Half Marathon • 5k Run • 3k Fun Walk • Wellness Tent • Family Fun Zone

■ Sponsorship Opportunities

HEALTH & WELLNESS TENT BOOTH

Bring your company to your demographic! Be seen by more than a thousand runners, walkers, race volunteers, community members and their families. A component of our Family Fun Zone, the Health & Wellness Tent provides a unique venue and opportunity.

Set up your displays, distribute literature and promotional items, bring company attractions (like a branded vehicle or a mascot), talk with Arc Racers and be seen by the community.

\$500



CORPORATE TEAM PACKAGE

Get great exposure for your company while treating your employees and their families to a fun community event. Enter up to 30 participants into any of the events: 5k Run, Half Marathon or the 3k Fun Walk.

Corporate teams often show their support with team t-shirts sporting their logo or coordinated colors. Receive additional exposure with a complimentary program advertisement space and listing in publications as a corporate team participant.

\$1,000

MEDIA PARTNER

Help get the word out for Arc Race! Select opportunities to partner with Arc Race offer a wide variety of potential sponsor benefits and recognition. Media partners are featured prominently at the event, in Race materials and in Arc publications. Specific benefits are determined on a case-by-case basis. **Please contact our Development Office at 315.476.7441 to discuss options to partner with us.**



■ Program Advertising

Advertise your business or organization in our Arc Race program book or 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)

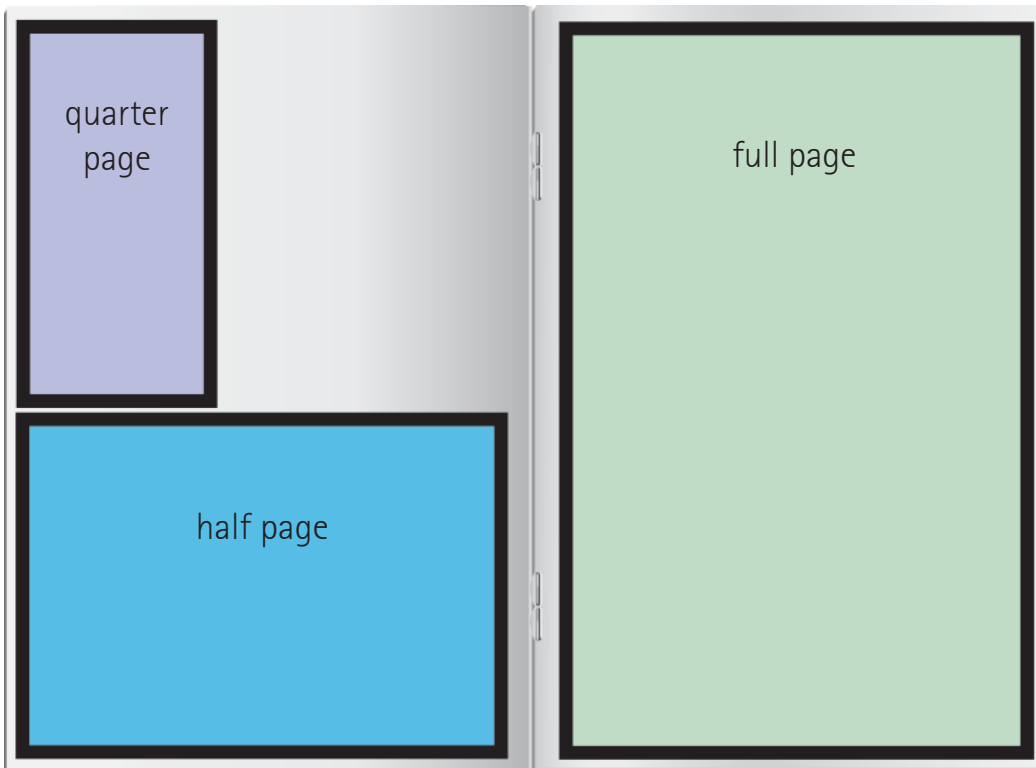
*Full page ads receive preferential placement.

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)



ARTWORK SPECIFICS

Advertisements are black and white (greyscale). Formats such as PDF, JPEG or Adobe InDesign are preferred. Other acceptable formats include GIF, TIFF and EPS. Graphics at 300dpi are ideal.

We request artwork for your ad be submitted by **August 1, 2008** to guarantee placement in the program booklet.

Please submit advertisement artwork to eventads@arcon.org by August 1, 2008.

Contact Michael Kieloch, Marketing & Communications Specialist, at 315.476.7441, ext. 144 or mkieloch@arcon.org for information and questions relating to advertisement artwork.

Race Sponsorship Commitment Form



Information

Company Name: _____
Contact Person: _____
Phone: _____ Fax: _____
Address: _____ City, State, Zip: _____
Email Address: _____ Website: _____

Sponsorship

- Yes!** I will sponsor the 14th Annual Arc Race on September 6th, 2008.
- | | |
|--|--|
| <input type="checkbox"/> Presenting Sponsor (\$15,000) | <input type="checkbox"/> Sprint Sponsor (\$1,500) |
| <input type="checkbox"/> Contributing Sponsor (\$10,000) | <input type="checkbox"/> Full Page Program Ad (\$550) |
| <input type="checkbox"/> Patron Sponsor (\$5,000) | <input type="checkbox"/> Half Page Program Ad (\$300) |
| <input type="checkbox"/> Supporting Sponsor (\$2,500) | <input type="checkbox"/> Quarter Page Program Ad (\$150) |
- In-Kind Donation: _____

Exhibit Space

We would like a table & exhibit space in the Health & Wellness Tent.

\$500

Corporate Team

We would like to enter as a Corporate Team and receive a Captain's kit.

\$1,000

Media Partner

We would like to become a **Media Partner**.

Please contact us.

Fulfillment

Please make checks payable to: Arc of Onondaga Foundation

Enclosed check Visa MasterCard American Express Discover

Please remind me once

Please remind me quarterly

Please remind me monthly

Card # _____ Exp: _____

Authorized Sponsor Signature (Required)

Fill this out securely online at www.arcon.org

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