

# SPONSORSHIP OPPORTUNITIES

## for the

# 2012 Palmetto Relays

Palmetto200: Columbia, SC to Charleston, SC on April 13 - 14, 2012

Palmetto70: Cordesville, SC to Charleston, SC on April 14, 2012



**"Great job you guys! One of the best experiences ever!!!!"**

Team Van on the Run

The Palmetto200 provides a one of a kind running adventure from the Capitol of South Carolina (Columbia) to one of the most popular and historic travel destinations in the country (Charleston, SC). Your company has an opportunity to participate in a race that WILL build life-long memories for all that participate!

[www.palmetto200.com](http://www.palmetto200.com)

[www.http://www.facebook.com/pages/Palmetto-200/191949567007](http://www.facebook.com/pages/Palmetto-200/191949567007)

## INTRODUCTION

The Palmetto200 is a premier running relay in South Carolina that is organized by the Palmetto Race Group and scheduled for spring each year. The event attracted 625 participants in 2011, up from 475 in 2010, and is on a path to have at least 800 - 1200 runners in 2012 thanks to a wave of positive momentum from previous participants and the inclusion of a one day event called the Palmetto70 that will run on April 14<sup>th</sup>, 2012 and leverage the last third of the same course as the Palmetto200. This participant level is in-line with 18 other successful relays that broke the 1000 participant marker in their 3<sup>rd</sup> year. Of which, only two of those are based in the southeast and none in South Carolina.

|   |       |                                  |       |
|---|-------|----------------------------------|-------|
| South Carolina                              | 71.0% |                                  |       |
| - Charleston / Mt. Pleasant                 | 21.1% | North Carolina                   | 25.3% |
| - Columbia / Lexington                      | 13.6% | - Charlotte                      | 9.4%  |
| - N. Charleston / Summerville / Goose Creek | 11.4% | - Raleigh / Durham / Chapel Hill | 5.3%  |
| - Greenville / Spartanburg                  | 3.5%  |                                  |       |

Table 1: Percentage of unique participants by state & the top cities from the 2011 Palmetto200.

The Palmetto200 is a unique, overnight relay adventure in which teams of 4 - 12 cover 200 scenic miles from the Historic Columbia Speedway (in Cayce, SC - near Columbia) to Folly Beach (just outside of historic Charleston). The relay is comprised of 36 individual legs and each person of a 12-person team will run three legs over distances varying from 4 – 10 miles.

In 2012, we will also offer a single day relay (Palmetto70) from Cordesville, SC to Charleston, SC on Saturday (April 14, 2012) for those that want a great relay experience with less time commitment for the event, less time requirements to train, smaller team recruitment requirements and lower registration costs. Like it's name the single day relay will cover 70 scenic miles through Isle of Palms, Sullivan's Island, Ravenal Bridge, downtown Charleston and finish at James Island County Park.

What makes the relays so special is the ability for mere mortals to complete the course as a team. The camaraderie felt before, during and after the relay ensure lifelong memories of the event and of your company (or brand).

Each year, a portion of the proceeds from the relay is donated to non-profit organizations in the Carolinas. To date, over \$18,000 has been raised for more than dozen charities; Juvenile Diabetes Research Foundation, Leukemia and Lymphoma Society and the YMCA to name just a few of our beneficiaries.

The Palmetto200 has already become a tradition for many of our runners. In fact, over 70% of our 2010 runners returned in 2011. We are confident that the Palmetto200 will become a tradition for even more runners in the Carolinas and through a sponsorship your business will also become associated with this growing tradition while reaching hundreds (and soon thousands) of potential customers.

A 2007 survey conducted by the International Events Group, Inc. (IEG), the worldwide authority on the sponsorship industry, revealed running events have a higher audience loyalty than NASCAR or cause marketing. The survey further concluded that nearly 80% of companies agree that participating in festivals has a measurable impact on consumer sales of their product and

they provide the most conducive environment for experiential sampling.

**Contact Information**

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## PARTICIPANT FEEDBACK

I think our entire team said it was one of the best race experiences that they have ever had. We were completely exhausted and sore, but laughed more than we ever thought we would. We are all committed to doing it again next year.

Team Surf Camp

I thought this race was very well organized and put together. I was genuinely surprised when I heard that this was only the 2nd year of the P200!

Team Yudu than I do

Thank you for organizing such an incredible event! This was so much fun and I can't wait to do it again next year.

Team Mile for Smiles

The race was incredible. It was my first relay and I'm so glad it was the Palmetto. It was a terrific experience.

Team Witness the Fitness

This is our 2nd year and we had yet another blast! We will be back next year for sure!

Team Staff Infection

Thank you for organizing such a great race! I look forward to running it next year!!

Team Hot Heels

Awesome race guys! We LOVED the adventure.

Team Fighting Tortugas

Just wanted you to know that I had a blast! What an enjoyment spending time with friends & getting to meet others!

Team Anytime Fitness



Example team spirit displayed on one of 100+ runner support vehicles

## LEVELS OF SPONSORSHIP

### **Title Sponsor – ONLY ONE AVAILABLE**

- Includes all “Event” related sponsorship items
- Company logo placed on front of shirt
- Company logo placed on event home page of website
- Company logo placed on finisher medals

### **Event Sponsor**

- Includes all “Navigation” related sponsorship items
- One free team entry (a \$1,300 value)
- Company name mentioned during start and awards ceremony
- Company has option to provide a banner and display at the start and finish of the relay. The start and finish of the relay are open for six to ten hours depending on team paces.
- Company has option to promote at race finish like exchange zone listing below.

### **Navigation Sponsor**

- Includes all “Leg” related sponsorship items
- Company has option to sponsor a specific leg and your company information and/or logo will be used as a header for that specific leg map (excludes leg #36)
- Company has option to promote at that exchange zone. This includes the ability to place banners\*, have a booth\*, sell or give away items (items do not have to be related to sponsoring company's business, i.e. can sell food, drinks, etc.), and promote in other approved ways.
- Company logo (1”x1”) placed in Team Captain Handbook
- Company name and logo included in regular communications. Communications occur once per month, on average, but increase in frequency to 3 – 4 times / month during the month prior to the relay start date.

### **Leg Sponsor**

- Company logo (1”x1”) placed on course leg maps (these directions will be printed and viewed online by teams and viewed by each runner several times before and during the race as they are the PRIMARY means of navigation)
- Company logo-placed on race website sponsors page with link to company website
- Company logo placed on back of runner shirts
- Company has the option of providing a promotional item to be placed in each race packet

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

1. Provide a donation of agreed upon goods equal to one of the above sponsorship levels. Goods can be for post race party food and beverages, race awards, or other items needed for the race.
2. Sponsor a pre race pasta dinner. Details and cost TBD. Contact us for more details.
3. Double your exposure by being the official timing sponsor for the relay that will be seen by every participant several times during and after the event as well as their friends and family who could not be there as spectators.

**SPONSOR CONTRACT**

This contract is between the Palmetto Race Group, LLC & \_\_\_\_\_  
(Sponsor) for sponsorship and publicity concerning the 2012 Palmetto200 & Palametto70 Relays  
to be held on April 13 -14, 2012.

The Palmetto Race Group, LLC agrees to provide the following services and privileges to the  
sponsor as outlined in this packet.

- \_\_\_ Title Sponsor
- \_\_\_ Event Sponsor
- \_\_\_ Navigation Sponsor
- \_\_\_ Leg Sponsor

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

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The name of the Sponsor will be listed as: \_\_\_\_\_

Sponsor shall pay Palmetto Race Group, LLC the sum of \$ \_\_\_\_\_

Which sum is due and payable 30 days of this contract or by \_\_\_\_\_ 2011.

If sponsor is donating product, the delivery date will be \_\_\_\_\_ 2012.

**Palmetto Race Group, LLC and Sponsor agree that other terms and conditions may be part of  
this contract only by mutual written consent and signature of the parties.**

**Palmetto Race Group, LLC**

**Sponsor**

**Name:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Sign:** \_\_\_\_\_

**Sign:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Email:** \_\_\_\_\_



“This was definitely one of the most fun things I have ever done in my life. Hated to see it end...”

Team Runners Anonymous