



The Purpose

The 30A 10K and 1 Mile Fun Run is a three-day series of events focusing on kicking off the holiday season with fun, family activities and raising money for local charities. The capstone event – the 10K and 1 mile fun run races take place on Thanksgiving Day as runners race down scenic highway 30A.

The focus of our events is to invite locals and visitors to experience the beauty of South Walton County; give back to local charities; promote health and fitness; and enjoy meals, shopping and outdoor activities throughout our amazing local communities.

In this, our 5th year, the race expects to sell out with more than 2,000 runners on the road and more than 6,000 estimated participants joining in our three days of events. In the past four years, the race has raised more than \$150,000 for local needy families and children. With more events, more participants and more local businesses sponsoring us every year, we are confident we can help our charities even more this year.

Last Year's Race Numbers

- Sold out with nearly 2,000 participants plus a huge crowd of supporters on race day.
- 6,000+ race attendees
- Racers traveling from 34 states
- The race raised a record-breaking total of \$48,000 for local non-profits

Why Sponsor?

This year, our goal is to **increase the size of both our race and the amount of money we can give back to charities**. To reach our goal, we are seeking support from local businesses.

The 30A 10K is already one of the most prominent events in South Walton County. Sponsors have the ability to market to thousands of enthusiastic runners and supporters who have traveled here from across the country. Sponsoring the 30A 10K race provides your company with the wonderful opportunity to reach new customers and build a brand that promotes healthy living and outdoor fun.

30A 10K Outreach

- Top visitors outside of Florida include Atlanta, Birmingham, New Orleans, Nashville, New York, Dothan, Montgomery, Dallas, Chicago, Washington D.C., and Huntsville
- Attracts visitors from **38 different countries**
- **More than 11,500 Facebook fans**
- **60% of our participants stay around to shop, eat, play and vacation at the beach for 5-11 days surrounding our event!**





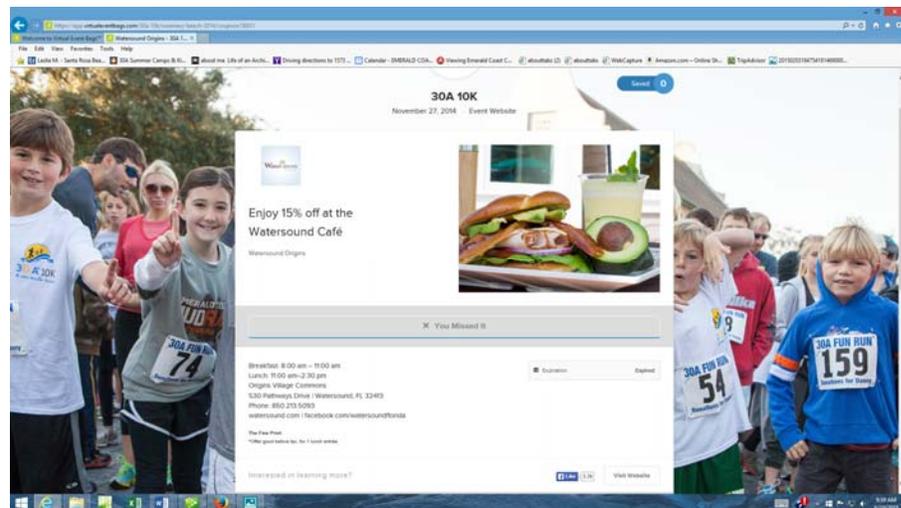
The 30A.com Strategic Partnership

The 30A 10K has a strategic partnership with 30A.com, the region's foremost online marketing company. For the 2016 race, 30A.com will provide the following added-value elements to the race and thus to the other race sponsors:

- Promote the race through numerous posts on 30A.com's **350,000+ Facebook** page
- Run ads on 30A.com site which were viewed **92,035 times**
- Promote the race in 30A.com's **20,000+ subscriber monthly newsletter**.

NEW marketing opportunity for our sponsors –the 30A 10K Virtual Race Bag!!!

So what is a Virtual Race Bag? It's a direct online marketing tool for select race sponsors. Here are screen shots of last year's bag.





You're Invited!

Your business is invited to participate in our Digital Event Bag program

The world is going digital and so is our upcoming event!

We have chosen to use the industry-leading software platform, Virtual Event Bags® to provide our event participants a digital event bag. Our goal is to provide a more effective way for you to reach our participants and to eliminate the unnecessary waste from plastic bags full of paper.

Why should your business participate?

- 85% of U.S. adults are online every day. Over 50% own a smartphone. That's right, the world has gone digital!
- Participants save content, online via a desktop computer or on their mobile device, encouraging redemption.
- Directly link your content/message to your company website, online store, social media, etc.
- No longer incur design, production or printing costs, because you easily build your placement online.
- Receive a detailed performance report including participant demographics (*age, gender, etc.*).
- It's GREEN! No more wasted plastic bags, products or paper.

How does a Virtual Event Bag work?

- Participants receive an invitation email with a link to visit their bag a few days prior to the event.
- Participants visit the Virtual Event Bag, then view, save and redeem content of personal interest.
- A few days after the event, participants receive a final invitation email with a link to visit their event bag.
- All participants receive a personalized bag. The participants can act immediately or save content for later.
- Participants receive 1–2 reminder emails to use the content they have saved in their event bag.

Does the Virtual Event Bag perform?

- Up to 75% of event participants visit a Virtual Event Bag! This is 10x typical email campaigns!
- Engagement rates for individual placements are typically 10%–25% of visitors.
- The performance of content is entirely dependent on its relevance and quality.





The Sponsorship Levels

Virtual Race Bag Level: \$500

- Name on the 30A 10K website linking to company website
- One ad or coupon in the Virtual Race Bag

Silver Level: \$1,000

- Name on the 30A 10K website linking to company website
- Shout out on the 30A 10K Facebook page
- Signage on the race route
- One ad or coupon in the Virtual Race Bag

- Include flyers or place a promotional item in the physical race gift bag – given to all participants at check in. Promotional item must be pre-approved by the race committee.
- Two complimentary 10K race entries

Gold Level: \$2,500

- Name on the 30A 10K website linking to company website
- Shout out on the 30A 10K Facebook page
- Signage on the race route
- Name and logo on the race T-shirt
- Four complimentary 10K race entries

- Include flyers or place a promotional item in the physical race gift bag – given to all participants at check in. Promotional item must be pre-approved by the race committee.
- One ad or coupon in the Virtual Race Bag
- One featured blog post written by your company and approved by the race on 30A 10K website

Platinum Level: \$4,000

- Name on the 30A 10K website linking to company website
- Shout out on the 30A 10K Facebook page
- One featured blog post written by your company and approved by the race on 30A 10K website
- Logo on 30A 10K event photo backdrop
- Signage on the race route

- Include flyers or place a promotional item in the physical race gift bag – given to all participants at check in. Promotional item must be pre-approved by the race committee.
- Name and logo on the race T-shirt
- Six complimentary 10K race entries
- Recognition as a platinum sponsor of the race – Race Director will give a special thanks to your company/owner at the awards ceremony.
- One ad or coupon in the Virtual Race Bag

Diamond Sponsorship Level: \$5,000

- Your company's tent will be set up at the breakfast area with drinks/food for guests
- Logo on the 30A 10K website linking to company website
- Shout out on the 30A 10K Facebook page
- One featured blog post written by your company and approved by the race on 30A 10K website
- Logo on 30A 10K event photo backdrop
- Signage on the race route
- Include flyers or place a promotional item in the physical race gift bag – given to all participants at check in. Promotional item must be pre-approved by the race committee.
- Name and logo on the race T-shirt
- Ten complimentary 10K race entries
- Recognition as a platinum sponsor of the race – Race Director will give a special thanks to your company/owner at the awards ceremony to the title sponsor
- One ad or coupon in the Virtual Race Bag



Why Sponsor a Local Race?



59% of Americans are more likely to buy a product associated with a **non-profit partnership**



In addition to your sponsorship being just a **great, generous donation** to three local charities, there are many **business benefits** of sponsorship:

- Increasing brand loyalty in our small community and to visitors
- Brand differentiation
- Changing/strengthening brand image
- Creating company or product awareness and visibility
- Driving retail traffic or sales with coupon inside of race packets
- Highlighting community responsibility, or social responsibility
- Building new and deeper community networks
- Enhancing company's credibility and educating the public about products and services
- The opportunity to have the public sample a new product or provide demonstration of a product or service
- Opportunity for entertaining clients (can be important when athletic events)
- Targeting a niche market of loyal 30A enthusiasts