



35<sup>TH</sup> ANNUAL

COOPER RIVER BRIDGE RUN

SPONSOR & VENDOR  
PROPOSAL





## MISSION

The Cooper River Bridge Run provides a world-class 10-K foot race. The race promotes continuous physical activity and a healthy lifestyle through education and opportunity.

## VISION

The Cooper River Bridge Run is the best organized and the best conducted 10-K race in the world. It includes world-class competition in a unique setting with unparalleled participant satisfaction. It broadens community cooperation and participation in healthy events throughout the year. The Cooper River Bridge Run serves as a model of health motivation for other communities throughout the world.

## OBJECTIVES

Increase interest in cardiovascular exercise in the community.  
Raise funds for public education on the importance of exercise.  
Generate a spirit of community involvement and volunteerism.  
Promote and publicize the Cooper River Bridge Run.





## INTRODUCTION

The purpose of the Cooper River Bridge Run is to promote fitness, health, and improve quality of life. The goal of the Bridge Run is to educate and promote healthier lifestyles therefore making Charleston a healthier community.

The Cooper River Bridge Run/Walk is one of the most popular races in the Southeast. Last year the race had over 40,000 participants. The race has been highlighted by Runner's World and Running Times Magazines. The Bridge Run is a three day festival consisting of a two day pre-race Exposition Thursday and Friday (March 29 and March 30 at the Gaillard Auditorium) and the race and post-race Exposition held on March 31, 2012. The three days of the Exposition gives sponsors of the Bridge Run a location to exhibit products for sale and/or promotion.

The Bridge Run is a special event in the Charleston area and has sold out early for the past two years. Sponsoring the Bridge Run is a perfect way for your company to become part of the community while maximizing your advertising potential.

Cooper River Bridge Run  
PO Box 22089  
Charleston, SC 29413

Cooper River Bridge Run  
[www.bridgerun.com](http://www.bridgerun.com)

### CONTACT PERSON:

Julian Smith  
(843) 224-1202 fax (843) 856-1950  
[julian.smith2@comcast.net](mailto:julian.smith2@comcast.net)





# COOPER RIVER BRIDGE RUN EXECUTIVE COMMITTEE

RACE FOUNDER  
W. Marcus Newberry, M.D.  
Medical University of South Carolina

TOWN OF MT. PLEASANT  
Ken Ayoub  
Nicole Harvey

CITY OF CHARLESTON  
Paul Wieters  
Karen Hauck

CHARLESTON COUNTY  
PARK & RECREATION  
David Bennett  
John Massey

CHARLESTON RUNNING CLUB  
Larry Schrecker  
Mike Seekings

COLLEGE OF CHARLESTON  
William Barfield  
Scooter Barnette

## COOPER RIVER BRIDGE RUN & WALK

RACE DIRECTOR  
Julian E. Smith, III

### ASSISTANT RACE DIRECTORS

Benita Schlau    Tami Varn    Scott Lewis    Mary Ellen Lenhardt



## BENEFITS OF SPONSORSHIP

Increased Sales

Product Sampling

Enhanced Product Credibility

Association of your business or product with a positive, health related community event.

Participation in one of the most popular races in the Southeast.



## LEVELS OF SPONSORSHIP

Bridge Exclusive Tower Sponsorship

Bridge Span Sponsorship

Bridge Green Sponsorship

Bridge JR Kids Sponsorship

Bridge Wonders Way Sponsorship

Bridge Steel Cable Sponsorship

Bridge Beam Sponsorship

Bridge Vendor Sponsorship



# SPONSORSHIP BENEFITS

## SALES PROMOTION

The Cooper River Bridge Run is the third largest race in the Southeast and one of the most popular. With an expected 40,000 participants, the Bridge Run is an opportunity for your company to reach a concentrated mass of your target audience in one weekend. A sponsorship will surely generate in-store traffic and help promote your product.

## PRINTED MATERIALS

Sponsors of the Cooper River Bridge Run will receive sponsorship credit on all printed and advertising materials such as applications, pamphlets, and brochures. All sponsors' product or logo will receive visual placement on our numerous mail-out materials, as well. Our current mailing list contains 40,000 people, representing 50 states with the majority from the Tri-State area.

## MEDIA RELATIONS

The Cooper River Bridge Run is highly supported by local and public relation efforts. The Bridge Run Executive Committee will ensure that all sponsors receive the maximum exposure.

## ON-SITE PROMOTION

The Cooper River Bridge Run offers sponsors two opportunities to exhibit and display their product at the two-day Exposition on March 29th and March 30th and on race day, March 31st, from 8:00 am to 12:00 pm.

Possible On-Site Promotional Ideas:

- Sales
- Signage
- Merchandise Giveaways
- Product Sampling

## TELEVISION PROMOTION

The Cooper River Bridge Run offers an exciting opportunity to sponsor the television program of the event. A co-sponsorship can be created between two sponsors with a donation of \$5,000 each. For information, call Race Director Julian Smith at 843-224-1202.

## COOPER RIVER BRIDGE RUN SOUVENIR ONLINE MAGAZINE

As a sponsor of the Cooper River Bridge Run, your company can advertise in this professional online magazine which is included in all runners' packets via USB drive and on our website.





## BRIDGE TOWER PRESENTING SPONSORSHIP

Company logo printed just below the official T-shirt design as presenting sponsor. The Cooper River River Run presented by company logo. A maximum of two presenting sponsors will be accepted for "front-of-the-shirt" sponsorship.

Company banner and logo displayed at Start and Finish Lines.

Company banner and logo displayed at both Expositions.

Additional banners positioned along the race route.

One full page ad in the Cooper River Bridge Run Souvenir Magazine.

Company name included in all press releases and public service announcements.

Complimentary 20 x 28 foot tent at the Finish Line Exposition.

Company logo on all publications and race results.

Pre and Post event photo opportunities.

Complete listing of all participants in the Cooper River Bridge Run.



This Sponsorship Opportunity can be created through a combination of monetary and product donation.





## BRIDGE SPAN SPONSORSHIP

Company logo printed on back of official T-shirt.

(A maximum of 10 t-shirt sponsors will be accepted for the back of the t-shirt)

Company banner and logo displayed at Start and Finish Lines.

Company banner and logo displayed at both Expositions.

Additional banners positioned along the race route.

One full page ad in the Cooper River Bridge Run Souvenir Magazine.

Company name included in all press releases and public service announcements.

Complimentary tent at the Finish Line Exposition.

Company logo on all publications and race results.

Pre and Post event photo opportunities.



This sponsorship can be created through a combination of monetary or product of \$25,000.00.





## BRIDGE GREEN SPONSORSHIP

(Only one sponsor accepted for this sponsorship)

Company logo printed on all USB Flash Drives (will be the only Sponsor logo on band).

Company banner and logo displayed at Start and Finish Lines.

One full page ad in the Cooper River Bridge Run Souvenir Magazine.

Complimentary tent at the Finish Line Exposition.

Company banner and logo displayed at both Expositions.

Pre and Post event photo opportunities.

Complimentary Booth at two day Expo.

Company logo on all publications and race results.

This sponsorship can be created through a combination of monetary or product of \$75,000.00.





## JR BRIDGE KIDS SPONSORSHIP

Company logo printed on back of Jr. Kids T-shirt.

Company banner and logo printed on Kids Start and Finish Lines.

Company banner and logo displayed at both Expositions.

Additional banners positioned along the race route.

One full page ad in the Cooper River Bridge Run Souvenir Magazine.

Company name included in all press releases and public service announcements.

Complimentary tent at the Kids Event area and at Bridge Run Exposition.

Company logo on all publications and race results.



This sponsorship can be created through a combination of monetary or product of \$15,000.00.





## BRIDGE Wonders Way SPONSORSHIP

"Wonders Way" is the popular pedestrian/bike lane on the Bridge

Company logo displayed on every runners souvenir bag (a keepsake "backpack" type goodie bag given to all entrants to hold their shirt/number/magazine and other items).

Company banner and logo displayed at Start and Finish Lines.

Company banner and logo displayed at both Expositions.

One banner positioned along the race route.

Vendor Booth for product sampling or giveaways at the Expositions.

Sponsorship credit in the Cooper River Bridge Run Souvenir Magazine.

Company name included in all Cooper River Bridge Run materials from the date of sponsorship.

This sponsorship can be created through a combination of monetary or product of \$12,500.00.





## BRIDGE STEEL CABLE SPONSORSHIP

Company banner and logo displayed at Start and Finish Lines.

Company banner and logo displayed at both Expositions.

One banner positioned along the race route.

Vendor Booth for product sampling or giveaways at the Expositions.

Sponsorship credit in the Cooper River Bridge Run Souvenir Magazine.

Company name included in all Cooper River Bridge Run materials from the date of sponsorship.



This sponsorship can be created through a combination of monetary or product of \$10,000.00.





## BRIDGE BEAM SPONSORSHIP

Company banner and logo displayed at the Expositions.

Company banners positioned along the race route.

Vendor booth for product sampling or giveaway at the Expositions

Company name included in all Cooper River Bridge Run materials from the date of sponsorship.

Sponsorship credit in the Cooper River Bridge Run Souvenir Magazine.



This sponsorship can be created through a combination of monetary or product of \$5,000.00.





## BRIDGE VENDOR SPONSORSHIP

Vendor Booth for product sampling or giveaways at the expositions.

Sponsorship credit in the Cooper River Bridge Run Souvenir Magazine.

Company name included in all Cooper River Bridge Run materials from the date of sponsorship.



This sponsorship can be created through a combination of monetary or product of \$1,000.00.





## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### COOPER RIVER BRIDGE RUN SOUVENIR CALENDAR

All past entrants receive a complimentary Cooper River Bridge Run Calendar as a holiday gift in December. Created by the Cooper River Bridge Run to distribute race applications and promote health and wellness year round, this full color, glossy photo calendar is the perfect advertising opportunity that targets an extensive audience. For a sponsorship donation of \$2,000, your company will receive a month on the calendar where you may place logos and a message or quote. Coupons may also be added on the tear out coupon page. Sponsoring a month in the calendar fosters positive public relations year round by showing your company's community involvement and support of physical fitness.

### COOPER RIVER BRIDGE RUN BILLBOARD

Cooper River Bridge Run Billboards are a terrific advertising medium that reaches not only the lowcounty but all incoming visitors as well. Twelve billboards placed in prime locations throughout the lowcounty are displayed for six weeks prior to the race. Inclusion on the billboard is possible for a sponsor donation of \$1,000.

### COOPER RIVER BRIDGE RUN E-COUPONS

This is a great opportunity to place an e-coupon or e-flyer directly into the hands of all 40,000 participants by being included in the USB Flash Drive and on our website. We will insert your advertisement electronically into the USB Flash Drive that will then be placed in every participants' packet for a \$500 donation. For more information on this program call Julian Smith at 843-224-1202.

### JR KIDS COOPER RIVER BRIDGE RUN

Held one day before the Big Race, the Kids Run will be Friday, March 30th, 2012. Sponsorship of this event, destined to help build the future fitness of the Charleston area, is available for \$15,000.





## E-COUPONS COOPER RIVER BRIDGE RUN E-COUPONS

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- E-Coupon in the Virtual Goodie bag on the Cooper River Bridge Run website
- Logo and Link on Cooper River Bridge Run Homepage

This sponsorship can be created through  
a donation of \$500.00.





## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### ADVERTISEMENT OPPORTUNITY

Place an advertisement for your business in the Cooper River Bridge Run Magazine, the Race Information Booklet, and/or in the Race Results Booklet. For information regarding the CRBR online magazine please contact Rachel Bishop at the Bridge Run office 843-856-1949. For information about the Information and Results booklets, contact Bill Cranford of the Post & Courier 843-937-5405.

### HOST A MEDIA EVENT OR RECEPTION

The Cooper River Bridge Run holds a variety of press conferences and receptions in honor of our artists, sponsors, and elite athletes. Hosting one of these receptions is another excellent sponsorship opportunity. Listed below are a few of the events your company can sponsor through monetary donation or catering.

#### Art Contest Reception

This is the "kick-off" event of the year, held in October, to present the winner of the Design Competition.

#### Press Luncheon

A media event held on the Friday before the race to present the invited world-class athletes and information about the upcoming race.

#### Sponsor Reception

This is an opportunity for the Bridge Run to recognize the valuable contributions of the event sponsors.

#### Awards Ceremony

Held in Marion Square immediately after the race to present the overall and age group winners with their well deserved prizes.

#### Post-Race Celebration

An opportunity to celebrate the successful completion of another great Bridge Run!

#### Volunteer Party

Recognizes the contributions of the over 1000 volunteers that make it happen.

#### VIP Breakfast





## SPONSORSHIP AGREEMENT

### 2012 COOPER RIVER BRIDGE RUN / WALK / EXPO

This agreement is made by and between the Cooper River Bridge Run/Walk/Expo, a South Carolina not-for-profit corporation (hereinafter referred to as "Cooper River Bridge Run") and \_\_\_\_\_ (hereinafter referred to as "Sponsor" and dated this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

The Cooper River Bridge Run agrees to provide the following services and privileges to the sponsor as outlined in the sponsorship prospectus:

- Bridge Tower Presenting Sponsorship
- Bridge Span Sponsorship
- Bridge Green Sponsorship
- JR Bridge Kids Sponsorship
- Bridge Wonders Way Sponsorship
- Bridge Steel Cable Sponsorship
- Bridge Beam Sponsorship
- Bridge Vendor Sponsorship

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

Sponsor shall pay to the Cooper River Bridge Run the sum of \$ \_\_\_\_\_, which sum is due and payable within 15 days of this contract or by \_\_\_\_\_. If the sponsor is donating product, the delivery date will be \_\_\_\_\_.

COOPER RIVER BRIDGE RUN SIGNATURE  
BY: \_\_\_\_\_

SPONSOR SIGNATURE  
BY: \_\_\_\_\_

TITLE: \_\_\_\_\_

TITLE: \_\_\_\_\_

WITNESSES:  
\_\_\_\_\_  
\_\_\_\_\_

WITNESSES:  
\_\_\_\_\_  
\_\_\_\_\_





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COOPER RIVER BRIDGE RUN SIGNATURE  
BY: \_\_\_\_\_

TITLE: \_\_\_\_\_

WITNESSES:  
\_\_\_\_\_  
\_\_\_\_\_

SPONSOR SIGNATURE  
BY: \_\_\_\_\_

TITLE: \_\_\_\_\_

WITNESSES:  
\_\_\_\_\_  
\_\_\_\_\_





# CONTACT INFORMATION

## 2012 COOPER RIVER BRIDGE RUN / WALK / EXPO

Fill out and submit with your sponsorship agreement to the Cooper River Bridge Run.  
Contact Information:

Name \_\_\_\_\_ Phone \_\_\_\_\_

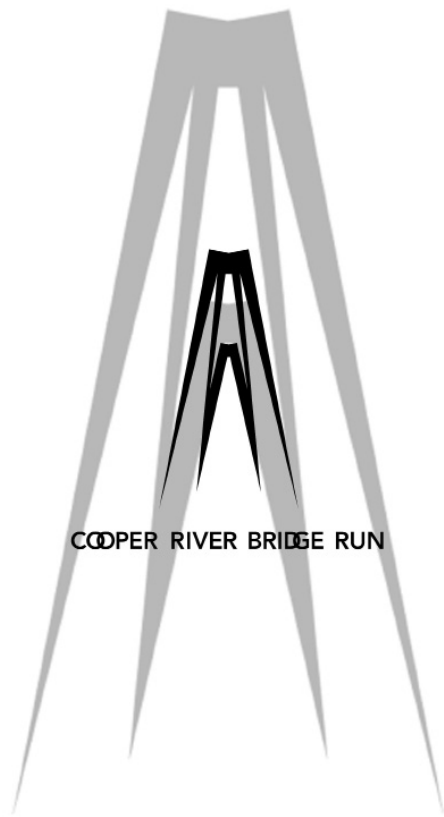
Company \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_ E-Mail \_\_\_\_\_

Website \_\_\_\_\_

For new sponsors, please email your logo to [crbridgerun@att.net](mailto:crbridgerun@att.net) to be posted on our website and monthly e-mail blast.





COOPER RIVER BRIDGE RUN

