



# 2016

*The 39<sup>th</sup> Annual  
Cooper River Bridge Run*

*Sponsorship & Vendor  
Opportunities*







## *Content*

Board of Directors and Staff	3
Introduction	4
About CRBR	5
Why become a Sponsor	6
Race Statistics and Demographics	7
Benefits of Sponsorship Levels	8
Sponsorship Perks & Availability	10
Additional Sponsorship Opportunities	13
Virtual Goodie Bag	15
Vendor Opportunities	16
Contract	19

# Board of Directors

<i>Race Founder</i>	<b>W. Marcus Newberry, M.D.</b> <b>Medical University of South Carolina</b>	<i>Town of Mt. Pleasant</i>	<b>Ken Ayoub</b> <b>Nicole Harvey</b>
<i>City of Charleston</i>	<b>Harry Lesesne</b> <b>Paul Wieters</b>	<i>Charleston Area Convention Center and Visitors Bureau</i>	<b>Kathleen Cartland</b> <b>Perrin Lawson</b>
<i>Charleston Medical Society</i>	<b>Keith Borg, M.D.</b> <b>Kathy L. Lehman-Huskamp, M.D.</b>	<i>Charleston County Park and Recreation</i>	<b>David Bennett</b> <b>John Massey</b>
<i>Charleston Running Club</i>	<b>Larry Schrecker</b> <b>Mike Seekings</b>	<i>College of Charleston</i>	<b>William Barfield</b> <b>Scooter Barnette</b>

# Race Directors

<i>Race Director</i>	<b>Julian E. Smith, III</b>	<i>Deputy Race Director</i>	<b>Irv Batten</b>
<i>Assistant Race Directors</i>	<b>Mark Cellars</b> <b>Scott Lewis</b> <b>Benita Shaw</b> <b>Tami Varn</b>	<i>Staff</i>	<b>Rachel Bishop</b> <b>Marcy Krawcheck</b> <b>Lorrie Warren</b>

# Introduction

The Cooper River Bridge Run is a world-class 10 Kilometer event which aspires to promote physical activity and a healthy lifestyle for participants. This destination event takes participants on a scenic route through Mt. Pleasant, over the Cooper River Bridge, the only “hill” in the area, and through picturesque historic downtown Charleston.

As a non profit organization, we attract a variety of sponsors and volunteers to host a three day festival of the following events:

- 2 day Pre-Race Exposition
- Kids Run & Festival
- 3 “Taste of the Bridge Runs”
- 10 kilometer Wheelchair Race
- 10 kilometer Run/Walk
- Finish Festival

Our organizational structure consists of a Board of Directors, Race Director, Deputy Race Director, and three staff members. In addition, we have seasonal college interns and over 4,000 volunteers.

Since the inaugural race in 1978, the Bridge Run has grown to 40,000 participants, making it the 3rd largest 10K in the nation. Our participants consist of world-class athletes, running enthusiasts, walkers, and their friends and family. Opportunities for growth, charity, and sponsorship have propelled the Cooper River Bridge Run to be one of the most successful foot races in the United States and beyond.

Because of the growing interest in our event we are able to increase sponsorship, philanthropic involvement, and charitable giving each year. Our participant size and diversity creates numerous branding opportunities, as we can target a varied market audience.

The Cooper River Bridge Run is a special event in the Charleston area with a huge economic impact on Charleston, Mt. Pleasant, North Charleston, and the surrounding cities.

Our dedication to our sponsors elevates our commitment to promote the most innovative event marketing choice, providing your company with unique opportunities to maximize business development and awareness. These event partnership opportunities enable you to optimize your impact, image and presence on the Charleston community through a shared partnership with Cooper River Bridge Run.

Our proposal is unique! It goes beyond the boundaries set by typical event marketing. Our engaging partnership opportunities are unmatched for their creativity and individualized tailoring which will enable you to become immersed in the Charleston and surrounding area communities.

*Cooper River Bridge Run  
Point of Contact*

*Julian E. Smith, III  
Race Director  
(843) 224-1202  
julian.smith2@comcast.net*

# About CRBR

## **Mission**

Continuous physical activity and a healthy lifestyle through education and opportunity

## **Vision**

Serve as a model of health and motivation for communities throughout the world by providing the best organized and best conducted 10K race, while offering a world-class competition in a unique setting with unparalleled participant satisfaction

## **Objective**

Increase interest in cardiovascular exercise in the community while raising 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 and continue to raise money for charities



# Why becoming a Sponsor is Awesome!

This partnership provides several creative, effective methods to elevate your status as high profile business leaders in our community and recognizes your support of our 16 Charity Partners.

The Cooper River Bridge Run is pleased to present this sponsorship proposal to maximize your opportunities by participating in such a prestigious event.

## Sponsorship Objectives:

- Provide a platform which can launch significant community relations' initiatives by relaying your message in an engaging and effective manner to the local community and the influx of visitors
- Reinforce your name and presence in the local community becoming synonymous with a positive, health related community event
- Create sales leads and promotional opportunities within the community
- Raise awareness and funds for charitable endeavors
- Increased Sales
- Product sampling and enhanced product credibility

## Sponsorship Levels

- Bridge Exclusive Tower Sponsorship
- Exclusive Car Sponsorship
- Transportation Bus Sponsorship
- Finish Festival and Awards Sponsorship
- Bridge Span Sponsorship
- Bridge Green Sponsorship
- Kids Run Sponsorship
- Bridge Wonders Way Sponsorship
- Bridge Steel Cable Sponsorship
- Bridge Beam Sponsorship
- Bridge Vendor Sponsorship





# Demographics

## **Expected Attendance**

40,000 - 65,000 runners, walkers, friends and family

## **Participant Demographics**

Females 60%

Males 40%

## **Average Age**

24 - 42 years

## **Income**

82% of responding participants had an income of over \$50,000 while 47% of them exceeded an income of \$100,000

## **Education**

85% of the respondents had a higher education degree

## **Attendee Demographics**

South Carolina 60%

North Carolina 24%

Georgia 6%

Virginia 2%

Florida 2%

Other States 16%

*\*\*As well as participants from 18 countries.\*\**

## **Website Statistics: (Visits by Month)**

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

October 2014 18,594

November 2014 19,347

December 2014 33,134

January 2015 67,213

February 2015 57,967

March 2015 167,921

April 2015 101,229

# Benefits of Sponsorship

## **Sales Promotion**

The Cooper River Bridge Run is the third largest race in the country 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 in one weekend. A sponsorship will generate new in-store traffic and visibility to help promote your company and/or products.

## **Advertising Materials**

Sponsors of the Cooper River Bridge Run will receive credit for all print and advertising materials from the day of sponsorship. All sponsors' logos will receive visual placement on our numerous mail-out materials which reaches over 100,000 people, representing 50 states with the majority from the Tri-State area.

## **Media Relations**

The Cooper River Bridge Run is strongly supported by local and public relations efforts. The Bridge Run Board of Directors will ensure that all sponsors receive maximum exposure.

## **Online Services**

All sponsors' logos will be placed and linked on the homepage of our website, [www.bridgerun.com](http://www.bridgerun.com), and our monthly eblast sent to over 100,000 past and current participants.

## **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 31st and April 1st and on race day, April 2nd.

Possible on-site promotional ideas:

- Sales
- Signs and Banners
- Merchandise Giveaways
- Product Sampling

# Sponsorship Quick Reference Chart

COOPER RIVER BRIDGE RUN SPONSORSHIP CHART

Sponsorship	Tower Sponsor	Car Sponsor	Bus Sponsor	Awards Ceremony Sponsor	Bridge Span Sponsor	Green Sponsor	Kids Run Sponsor	Wonders Way Sponsor	Steel Cable Sponsor	Beam Sponsor	2 Day Expo Vendor	Finish Vendor	Kids Vendor
Availability	SOLD					SOLD	SOLD						
Logo on FRONT of race t-shirt (45k+)	✓												
Logo on BACK of race t-shirt (45k+)	✓				✓								
Logo on BACK of Kids run t-shirt	✓				✓		✓						
Logo on BANNER at Start	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Logo on BANNER at Finish	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Logo on BANNER at Kids Run Start & Finish	✓	✓					✓						
Logo on BANNER at 2 day Expo	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Logo on BANNER at Finish Festival	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Additional BANNERS along 10k race route	✓	✓	✓	✓	✓	✓	✓	✓	✓				
Additional BANNERS along Kids Run route	✓	✓				✓	✓	✓	✓				
Company BANNER on Awards Ceremony Stage				✓									
Before & After race PHOTO opportunities	✓	✓			✓		✓	✓					
Full page AD in CRBR Magazine	✓	✓	✓	✓	✓		✓	✓					
Logo spotlight in CALENDAR for one month	✓				✓								
Company recognition in Press Releases & PSA's	✓	✓	✓	✓	✓	✓	✓	✓					
10 x 10 Finish Festival BOOTH	✓	✓	✓	✓	✓	✓		✓	✓			✓	
10 x 10 2 day Expo BOOTH	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓		
10 x 10 Kids Run BOOTH	✓	✓			✓	✓	✓	✓	✓	✓			✓
Logo on RACE BAG (40k+)	✓							✓					
Logo on Sponsor Page of PAMPHLET	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Sponsor Page of MAGAZINE	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Sponsor Page of CALENDAR	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on homepage of WEBSITE	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo & Link on MONTHLY EBLAST (100k+ viewers)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on cover of USB DRIVE						✓							
Virtual Goodie Bag Coupon (website & USB)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Logo on BUSES (magnetic)			✓										
Logo on Race AWARDS				✓									

# Sponsorship Perks and Availability

## Bridge Tower Presenting Sponsorship

*(This sponsorship can be created through monetary and/or product donation)*

# SOLD

- Company logo printed just below the official t-shirt design as presenting sponsor. The Cooper River Bridge Run presented by; "company name"
- A maximum of two presenting sponsors will be accepted for "front-of-shirt" sponsorship
- Company banner and logo displayed at Start and Finish lines
- Company banner and logo displayed at The Expo and Finish Festival
- 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 40 foot tent at the Finish Festival
- Company logo on all publications
- Before and After event photo opportunities
- Complete listing of all participants in the Cooper River Bridge Run

## Exclusive Car Sponsorship

*(This sponsorship can be created through a monetary donation)*

- Company logo printed on back of the race t-shirt
- Company banner and logo displayed at Start and Finish Lines
- Company banner and logo displayed at The Expo and Finish Festival
- 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 40 foot tent at the Finish Festival
- Company logo on all publications
- Before and After event photo opportunities
- Complete listing of all participants in the Cooper River Bridge Run
- Car display at the Expo, Kids Run & Wonderfest, and Finish Festival

## Transportation Bus Sponsorship

*(This sponsorship can be created through a combination of monetary and/or product donation)*

- Magnetic sign/logo on approximately 250 transport buses
- Company banner and logo displayed at Start and Finish lines
- Company banner and logo displayed at The Expo and Finish Festival
- Additional banner positioned along the race route
- Vendor booth for product sampling or giveaways at the Expositions
- Sponsorship recognition in the Cooper River Bridge Run Souvenir Magazine
- Company name included in all Cooper River Bridge Run materials from the date of sponsorship



## Finish Festival and Awards Sponsorship

*(This sponsorship can be created through a combination of monetary and/or product donation)*

- Logo on all 500 race awards
- Company banner and logo displayed on the Award Ceremony Stage in the heart of the Finish Festival
- Company banner and logo displayed around the Finish Festival
- Company banner and logo displayed at The Expo and Finish Festival
- Complimentary tent at the Finish Festival
- Complimentary booth at two day Expo
- Additional banner positioned along the race route
- One full page ad in the Cooper River Bridge Run Souvenir Magazine
- Company name included in all Cooper River Bridge Run materials from the date of sponsorship

## Bridge Span Sponsorship

*(This sponsorship can be created through a combination of monetary and/or product of \$25,000.00)*

- Company logo printed on back of official race t-shirt (Note: Maximum 10 sponsors accepted)
- Company banner and logo displayed at Start and Finish lines
- Company banner and logo displayed at The Expo and Finish Festival
- 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 Festival
- Company logo on all publications and race results
- Before and After photo opportunities

## Bridge Green Sponsorship

*(This sponsorship can be created through a combination of monetary and/or product of \$75,000.00)*

**SOLD**

- Company logo printed on all USB Flash Drives (will be the only sponsor logo on drive)
- 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 Festival
- Company banner and logo displayed at The Expo and Finish Festival
- Complimentary booth at two day Expo
- Company logo on all publications
- Before and After photo opportunities

# Sponsorship Perks and Availability

## Kids Run Sponsorship

*(This sponsorship can be created through a combination of monetary and/or product of \$15,000.00)*

**SOLD**

- Company logo printed on back of Kids Run t-shirt
- Company banner and logo printed on Kids Start and Finish lines
- Company banner and logo displayed at The Expo and Finish Festival
- 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 Events area and at the Bridge Run Exposition
- Company logo on all publications

## Bridge Wonders Way Sponsorship

*(This sponsorship can be created through a combination of monetary and/or product donation of \$12,500.00)*

- Company logo displayed on every runner's souvenir bag (a keepsake backpack, shirt, number, magazine and other items)
- Company banner and logo displayed at Start and Finish lines
- Company banner and logo displayed at The Expo and Finish Festival
- One banner positioned along the race route
- Vendor booth for product sampling or giveaways at The Expo and Finish Festival
- Sponsorship recognition in the Cooper River Bridge Run Souvenir Magazine
- Company name included in all Cooper River Bridge Run materials from the date of sponsorship

## Bridge Steel Cable Sponsorship

*(This sponsorship can be created through a combination of monetary and/or product donation of \$10,000.00)*

- Company banner and logo displayed at Start and Finish lines
- Company banner and logo displayed at The Expo and Finish Festival
- One banner positioned along the race route
- Vendor booth for product sampling or giveaways at The Expo and Finish Festival
- Sponsorship recognition in the Cooper River Bridge Run Souvenir Magazine
- Company name included in all Cooper River Bridge Run materials from the date of sponsorship

## Bridge Beam Sponsorship

*(This sponsorship can be created through a combination of monetary and/or product donations of \$5,000.00)*

- Company banner and logo displayed at Expositions
- Company banner positioned along the race route
- Vendor booth for product sampling or giveaways at The Expo and Finish Festival
- Sponsorship recognition in the Cooper River Bridge Run Souvenir Magazine
- Company name included in all Cooper River Bridge Run materials from the date of sponsorship

# Additional Sponsorship Opportunities

## Advertisement Opportunities:

### **Magazine** **\$500/ \$1,000**

Place an advertisement for your business in the Cooper River Bridge Run Magazine. For information regarding the CRBR online and printed magazine please contact the Bridge Run office (843) 856-1949.

Half Page Advertisement: \$500  
Full Page Advertisement: \$1000

### **Billboard** **\$1,000**

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

### **Calendar** **\$2,000**

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 promote health and wellness year-round, this glossy, full color calendar is the perfect advertising opportunity that targets an extensive audience. For a sponsorship donation of \$2,000, your company will receive a month in the calendar where you may place logos and a message or quote. Sponsoring a month in the calendar fosters positive public relations year-round by showing your company's community involvement and support of physical fitness.

### **Wristband** **\$2,000**

Company logo and/or information placed on all beer garden wristbands. The beer garden is a two day event at the Expo where thousands of runners and their families and friends enjoy alcoholic beverages.

### **Port-O-Let Sponsorship** **\$35,000**

Company presence on 500 port-o-lets

- Start area
- Throughout the course
- Finish Festival
- Kids Run and Wonderfest
- All bus drop-off and pickup locations

# Additional Sponsorship Opportunities

## Media Event or Reception

The Cooper River Bridge Run holds a variety of press conferences and receptions in honor of our artists, sponsors, elite athletes, and volunteers. Hosting one of these receptions is another excellent sponsorship opportunity to show your support of the race and the community, as well as a great venue for product placement, and brand awareness. Listed below are a few of the events your company may sponsor through monetary donation, hosting and/or catering:

### **Art Contest Reception**

This is the “kick-off” event of the year held in August to present the winner of the Design competition for the upcoming years branding. It hosts all the design competitors and their families, along with our board members and many community officials.

### **Press Luncheon**

A media event held the Friday before the race to present the invited international world-class athletes and inform the local media about the upcoming race. This event hosts many important community members and their families, media, athletes and our charity organizations.

### **Sponsor Reception**

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

### **Post-Race Celebration**

Our opportunity to celebrate the successful completion of another great Cooper River Bridge Run. We invite all the charities, sponsors, race officials, and community leaders to help us celebrate.

### **Volunteer Party**

This party celebrates the thousands of volunteers that make the race happen each year.

### **VIP Breakfast**

A breakfast the morning of the race that overlooks the finish line for the sponsors, charities, and community leaders.

### **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 sponsors with a donation of \$5,000 each. For additional information, call Race Director Julian Smith (843) 224-1202.



# Virtual Goodie Bag

## Virtual Goodie Bag Sponsorship

*(This sponsorship can be created through a donation of \$500.00)*

The Virtual Goodie Bag is a great opportunity for a new customer acquisition, product placement, and brand awareness. An e-coupon or flyer is uploaded onto our USB Flash Drive that is placed in all 40,000 participant race packets. The company logo, website link, and e-coupon or flyer is also placed on the Bridge Run website on our Virtual Goodie Bag page seen by over 100,000 page viewers. [www.bridgerun.com/?page\\_id=25](http://www.bridgerun.com/?page_id=25). Coupons should be submitted to [crbridgerun@att.net](mailto:crbridgerun@att.net).

### E-Coupon Specs:

- Horizontal
- Digital image (.png) 510px x 243px
- Printable coupon (.pdf) must fit within one A4 size paper



# Vendor Opportunities

## Expo & Packet Pick Up Vendor

(This sponsorship can be created through a combination of monetary and/or product of \$1,200.00) **\$100 Discount Expires Jan. 1, 2016**

The 2015 Expo was a tremendous success, but we could not have done it without our wonderful vendors that attend each year. We had over 160 vendors participate in the 2015 event and the feedback from every vendor was so strong that we expect spaces to fill up fast for the 2016 Expo. The Cooper River Bridge Run Expo has become one of the most influential and largest Health and Wellness Expos in the country! The high traffic volume and participant diversity creates numerous branding opportunities, new customer acquisition, and product placement, as you can target a tremendous varied market audience. The layout has been developed in order to offer more strategically placed booths, as well as more corner booths for great flow and visual impact. We are expecting more participants to attend the expo this upcoming year and the convenience factor of the Charleston Area Convention Center allows race participants to leisurely enjoy the exhibits

### **SIGN UP EARLY AND SUBMIT YOUR LOGO**

All expo vendors may submit one logo and web link to be included on our website and monthly eblast. Logo will also be included in our virtual magazine (deadline 12/31/2015), printed brochures (deadline 7/30/2015) and in our calendar (deadline 10/31/15).

### **VIRTUAL GOODIE BAG**

All expo vendors may submit one Virtual Goodie Bag coupon, please visit page 17 for more information.

### **EXPO SIGN UP ONLINE:**

*Sponsors and Vendors tab at [bridgerun.com](http://bridgerun.com)*

### **HOTELS:**

*Hotels and Travel tab at [bridgerun.com](http://bridgerun.com)*

### **ADDITIONAL QUESTIONS:**

*Mark Cellars (843) 330-2055, [markcellars@gmail.com](mailto:markcellars@gmail.com)*

*Julian Smith (843) 224-1202, [julian.smith2@comcast.net](mailto:julian.smith2@comcast.net)*



# Vendor Opportunities

## Bridge Run Finish Festival Vendor

*(This sponsorship can be created through a monetary donation of \$500.00)*

The Finish Festival is a perfect opportunity for brand awareness, product placement, and product giveaways, with a 10 x 10 booth. It is located inside Marion Square in the heart of downtown Charleston. The Festival begins at 8am with the arrival of family members and guests waiting for their loved ones to finish the race. The race finishers cross the finish line and proceed to the festival. During the festival, the Cooper River Bridge Run has a hot new "it" band performing on stage, an array of food vendors, fun activities, and an award ceremony. A 10 x 10 booth is available for \$500.00.

## Kids Run and Wonderfest Vendor

*(This sponsorship can be created through a monetary donation of \$500.00)*

The 2015 Kids Run was a blast and the 2016 Kids Run can only get better! The Kids Run is Friday, April 1<sup>st</sup>, 2016 the day before the Bridge Run and is located in beautiful Hampton Park in downtown Charleston. The Kids Run caters to Elementary and Middle School children and their families. Last year the event had over 7,000 in attendance throughout the days activities. The day begins at noon with several activities for the kids, including:

- Top national toy manufacturers displaying the summer's hottest toys
- Children entertainers and musical acts
- Children entrepreneurs displaying their products

The Kids Run, one-miler starts at 5pm and is the perfect ending to a day filled with fun, family outdoor activities. The Kids Run and Festival is a great event to promote products that are geared towards youths and their families. The high traffic volume and participant diversity creates numerous branding opportunities, new customer acquisition and product placement, as the event targets a wide market audience. A 10 x 10 booth at the event is available for \$500.00.

### **SIGN UP EARLY AND SUBMIT YOUR LOGO**

All Kids Run and Finish Festival vendors may submit one logo and web link to be included on our website and monthly eblast. Logo will also be included in our virtual magazine (deadline 12/31/2015), printed brochures (deadline 7/30/2015) and in our calender (deadline 10/31/15).

### **HOTELS:**

*Hotels and Travel tab at [bridgerun.com](http://bridgerun.com)*

### **ADDITIONAL QUESTIONS:**

*Mark Cellars (843) 330-2055, [markcellars@gmail.com](mailto:markcellars@gmail.com)*

*Julian Smith (843) 224-1202, [julian.smith2@comcast.net](mailto:julian.smith2@comcast.net)*



# Contract

This agreement is made by and between 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      SOLD
- Exclusive Car Sponsorship
- Transportation Bus Sponsorship
- Finish Festival and Award Sponsorship
- Bridge Span Sponsorship
- Bridge Green Sponsorship      SOLD
- Kids Run Sponsorship      SOLD
- Bridge Wonders Way Sponsorship
- Bridge Steel Cable Sponsorship
- Bridge Beam Sponsorship
- Expo Vendor: sign up online (*Sponsors and Vendors tab at bridgerun.com*)
- Kids Run and Festival Vendor (Hampton Park, April 1)
- Finish Festival Vendor (Marion Square, April 2)
- Magazine Advertisement: Circle one      ( Half Page / Full Page )
- Billboard Advertisement
- Calendar Advertisement
- Port-O-Let Sponsorship
- Media Event or Reception: Specify: \_\_\_\_\_
- Virtual Goodie Bag Sponsorship

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

Sponsor shall pay to the Cooper River Bridge Run the sum of.....\$ \_\_\_\_\_  
and/or Trade Value of products donated to the Cooper River Bridge Run.....\$ \_\_\_\_\_  
Total Sponsorship Value.....\$ \_\_\_\_\_

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

Sponsor Signature

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Witness: \_\_\_\_\_

Witness: \_\_\_\_\_

# Payment Information

## 2016 Cooper River Bridge Run

Fill out and submit with your sponsorship agreement to the Cooper River Bridge Run

### Contact Information:

Full Name: \_\_\_\_\_ Phone: \_\_\_\_\_

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

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Website: \_\_\_\_\_

**PAYMENT (circle one):**    Credit Card                      Check

Total payment \$ \_\_\_\_\_

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

If using a credit card, fill in credit card number in the boxes provided above

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Expires: (MM/YY)

Security Code

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

# Contract (Keep for your records)

This agreement is made by and between 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      SOLD
- Exclusive Car Sponsorship
- Transportation Bus Sponsorship
- Finish Festival and Awards Sponsorship
- Bridge Span Sponsorship
- Bridge Green Sponsorship      SOLD
- Kids Run Sponsorship      SOLD
- Bridge Wonders Way Sponsorship
- Bridge Steel Cable Sponsorship
- Bridge Beam Sponsorship
- Expo Vendor: sign up online (*Sponsors and Vendors tab at bridgerun.com*)
- Kids Run Vendor (Hampton Park, April 1)
- Finish Festival Vendor (Marion Square, April 2)
- Magazine Advertisement: Circle one      ( Half Page / Full Page )
- Billboard Advertisement
- Calendar Advertisement
- Port-O-Let Sponsorship
- Transport Bus Advertisement
- Media Event or Reception: Specify: \_\_\_\_\_
- Virtual Goodie Bag Sponsorship

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

Sponsor shall pay to the Cooper River Bridge Run the sum of.....\$ \_\_\_\_\_  
and/or Trade Value of products donated to the Cooper River Bridge Run.....\$ \_\_\_\_\_  
Total Sponsorship Value.....\$ \_\_\_\_\_

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  
  
Signature: \_\_\_\_\_  
Print Name: \_\_\_\_\_  
Title: \_\_\_\_\_

Sponsor Signature  
  
Signature: \_\_\_\_\_  
Print Name: \_\_\_\_\_  
Title: \_\_\_\_\_

