

41st Annual



COOPER RIVER BRIDGE RUN

Hotel Sponsor Proposal



COOPER RIVER BRIDGE RUN

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 encourages 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 to promote and publicize the Cooper River Bridge Run.

SPONSORSHIP LEVELS AND BENEFITS

	80,000 Applications (Mailed Nationally)	*NEW* Hotel listed on APP	*NEW* Vendor Booth	CRBR Website	Online & Printed Magazine	40,000 Calendars (mailed nationally)	Street Banners	On-line Goodie Bag - Coupon	COMP CRBR Registrations
SPONSORSHIP LEVEL									
Gold Hotel Sponsor (10+ COMP rooms)	Logo & listed	Logo and hotel info!	1 booth for 2 day expo! 80,000 + attendance	Logo & link on sponsor page & Travel page	1/2 page full color AD & Logo (linked)	Logo in one month	Logo	Coupon or AD	3
Silver Hotel Sponsor (5+ COMP rooms)	Logo and listed	Listed	NA	Logo and link on Travel Page	Listing (linked)	Listing	NA	Coupon or AD	1
Bronze Hotel Sponsor (2-4 COMP Rooms)	Listed	Listed	NA	Listed on Travel Page	Listing (linked)	Listing	NA	NA	NA

** Please note: All comp rooms need to be reserved under the name “Cooper River Bridge Run” at time of agreement. Names of occupants will be given a week to two weeks before the race date.

Host Hotel Sponsor Benefits

The Cooper River Bridge Run has 2-3 host hotel sponsors each year. As a host hotel sponsor you agree to donate 10-15 rooms for the two nights of April 4 & April 5, 2018.

The Bridge Run agrees to provide the following services to its host hotels:

PRINTED MATERIALS

Host hotels of the Cooper River Bridge Run will receive sponsorship credit on all printed and advertising materials such as street banners, applications, pamphlets, and brochures. All host hotel logos will receive visual placement in our numerous mail-out materials, as well. Our current mailing list contains over 80,000 people, representing 50 states with the majority from the Tri-State area.

COOPER RIVER BRIDGE RUN SOUVENIR ONLINE/PRINTED MAGAZINE

As a host hotel sponsor of the Cooper River Bridge Run, your company will receive advertising placement in this professional online magazine that is on our website year round. We also printed out a limited amount of magazines and these go to VIPs.

COOPER RIVER BRIDGE RUN SOUVENIR CALENDAR

All past entrants (40,000) receive a complimentary Cooper River Bridge Run Calendar as a holiday gift in December. Created by the Cooper River Bridge Run as a means to distribute race applications and promote health and wellness year round, this full color, glossy photo calendar is the perfect advertising opportunity targeting an extensive audience. As a host hotel your company will receive a month in the calendar where you may place logos and a message or quote. This is a great way to capture tourists who are looking to book a hotel for their Bridge Run weekend!

NEW! BOOTH AT THE BRIDGE RUN 2 DAY 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.



COOPER RIVER BRIDGE RUN

Accommodations Contract
Cooper River Bridge Run
Rachel Bishop
Office 856-1949
Fax 856-1950
Email: Rachel8163@gmail.com

This agreement is made by and between the Cooper River Bridge Run/Walk,
A South Carolina not-for-profit corporation and _____
on _____.*

The Cooper River Bridge Run agrees to provide the following services:

****Please refer to the table on page 3.****

In exchange for _____ rooms on April 5, 2018 and April 6, 2018 **
Please send all reservation confirmation numbers to Rachel8163@gmail.com

Contact name _____

Hotel (reservation) Phone _____

Contact Number _____

Address _____

Fax _____

E-mail address _____

Cooper River Bridge Run

Hotel Sponsor

*This contract is separate from any blocked rooms agreed upon with T3 Travel
**Minimum of 2 comp rooms to be considered a sponsor

Deadline: August 1, 2017



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