



The 43rd Annual

Cooper River Bridge Run

2020 Sponsorship & Vendor Opportunities



COOPER RIVER
BRIDGE RUN

BRIDGERUN.COM | (843) 856-1949 | INFO@BRIDGERUN.COM





ABOUT THE COOPER RIVER BRIDGE RUN



APRIL 4, 2020

The Cooper River Bridge Run is a world-class 10K run/walk with an inspirational mission to promote physical activity and a healthy lifestyle. The scenic course takes participants through Mt. Pleasant, over the Cooper River Bridge with its breathtaking views and through picturesque historic downtown Charleston. Since the inaugural race in 1978, the Bridge Run has grown to nearly 40,000 participants, making it the 3rd largest 10K in the nation. Our participants consist of world-class athletes, a growing elite wheelchair division, running enthusiasts, walkers and their friends and family.

We Love Our Community

As a nonprofit organization, The Cooper River Bridge Run is dedicated to giving back to the community with its annual grant program to promote health and wellness in local schools. We provide support for 12 local charities through fundraising and promotion. The Cooper River Bridge Run has a monumental economic impact on the Lowcountry of \$30 million plus.

MISSION

The Cooper River Bridge Run provides a world-class 10K 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 best conducted 10K 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, and is a model of health motivation for other communities throughout the year.

OBJECTIVE

Increase interest in cardiovascular exercise in the community while raising funds for public education to teach 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.

BRIDGE RUN EVENTS

NOT JUST A RACE, IT'S AN EXPERIENCE.

HEALTH & WELLNESS EXPO

THURSDAY, APRIL 2 - FRIDAY, APRIL 3

One of the most influential and largest expos of its kind in the country, race participants come to this bustling two-day pre-race expo to pick up their race packets and check out the almost 200 vendors with giveaways and merchandise for sale. Running shoes, clothing and accessories, health and wellness products, food and drink samples, even free massages take over the expo floor, while the beer garden bustles with brews and live music.

TASTE OF THE BRIDGE RUN

FRIDAY, APRIL 3 | 5PM - 8PM

To fuel before the run, the Taste of the Bridge Run serves up a delicious, hearty sampling of some of Charleston's most celebrated restaurants along with music and a party atmosphere.

KIDS RUN & WONDERFEST

SUNDAY, MARCH 29 | 2PM - 6PM

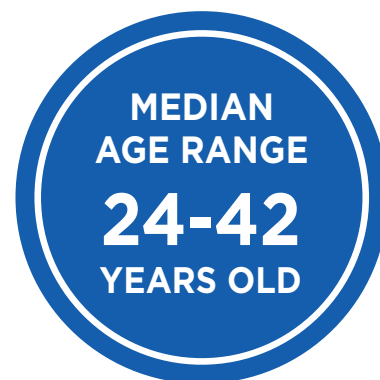
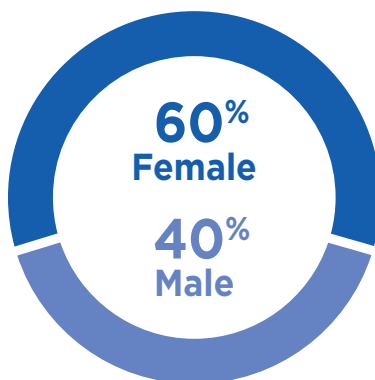
Over 7,000 children and families participate in one of Charleston's biggest family festivals with the summer's hottest toys from the nation's TOP toy companies, games, outdoor activities, food and drinks, live entertainment and music. At the end, the kids have their own race around the park where every child receives a medal!

FINISH FESTIVAL

SATURDAY, APRIL 4 | 8AM-12PM

After crossing the finish line, we keep the party going at the Finish Festival at Marion Square with live music, tons of food and drinks, fun activities, more free merchandise, and an awards ceremony of our top performing athletes!

DEMOGRAPHICS & FAST FACTS



ACTIVE RUNNERS, FRIENDS AND FAMILIES

75K

DIRECT ECONOMIC IMPACT

\$30
MILLION

COUNTRIES REPRESENTED

18

YEAR FOUNDED

1978

LENGTH OF BRIDGE SPAN

2.5
MILES

NUMBER OF EVENT VOLUNTEERS

OVER
4,000

**THIRD
LARGEST 10K
IN THE USA**

SPONSORSHIP IS AWESOME!

JOIN FORCES

with some of the most high-profile and influential sponsors in the nation.

CREATE

a unique sponsorship that is most beneficial for your individual branding message to reach your target audience.

DRIVE SALES

with hands-on opportunities for product samples, sales, and giveaways to a concentrated mass market.

ENGAGE

with hundreds of thousands active social media fans from across the world and news media outlets.

INCREASE

visibility with prominent logo placement, as well as advertising and promotional opportunities for product branding and activation.

STRENGTHEN

employee morale by supporting the Bridge Run's commitment to health & wellness as well as 12 Charleston charities.

BRIDGE RUN RACE SPONSORSHIPS

PRESENTING SPONSORS



Grocery Store, Presenting Sponsor



Bridge Tower, Presenting Sponsor

Bridge Span Sponsor - \$25,000

**This sponsorship can be created through a combination of monetary and/or product.*

- Company logo printed on back of annual race t-shirt
- Company banner and logo displayed at Award Ceremony Stage in heart of Finish Festival throughout the Finish Festival, and Health & Wellness Expo, and along race route
- Complimentary Booth at Health & Wellness Expo
- Complimentary Tent at Finish Festival
- Full page ad in Cooper River Bridge Run Souvenir Magazine
- Company name included in all press releases and PSAs

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Finish Festival & Awards Sponsor - \$15,000

**This sponsorship can be created through a combination of monetary and/or product.*

- Company logo on all race awards
- Company banner and logo displayed at Award Ceremony Stage in heart of Finish Festival throughout the Finish Festival, and Health & Wellness Expo, and along race route
- Complimentary Booth at Health & Wellness Expo
- Complimentary Tent at Finish Festival
- Full page ad in Cooper River Bridge Run Souvenir Magazine

BRIDGE RUN RACE SPONSORSHIPS

Bridge Wonders Way - \$12,500

**This sponsorship can be created through a combination of monetary and/or product.*

- Company logo displayed on runner souvenir bag
- Company banner and logo displayed at Start and Finish Lines, one time on race route, Finish Festival, and Health & Wellness Expo.
- Complimentary booth at Health & Wellness Expo and Finish Festival
- Sponsorship recognition in Cooper River Bridge Run Souvenir Magazine

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Bridge Steel Cable - \$10,000

**This sponsorship can be created through a combination of monetary and/or product.*

- Company banner and logo displayed at Start and Finish Lines, one time on race route, Finish Festival, and Health & Wellness Expo
- Complimentary booth at Health & Wellness Expo
- Complimentary Tent at Finish Festival
- Sponsorship recognition in Cooper River Bridge Run Souvenir Magazine

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Bridge Beam Sponsorship - \$5,000

**This sponsorship can be created through a combination of monetary and/or product.*

- Company banner and logo displayed one time on race route, Finish Festival, and Health & Wellness Expo
- Complimentary booth at Health & Wellness Expo
- Complimentary Tent at Finish Festival
- Sponsorship recognition in Cooper River Bridge Run Souvenir Magazine

VENDOR OPPORTUNITIES

Health & Wellness Expo Vendor - \$1,200

- 10 x 10 vendor booth display (ability to combine multiple booths)
- Engage with 75,000+ people through direct sales, promotions, product samples, giveaways
- Promotional coupon inclusion in Virtual Goodie Bag

**View expo layout and sign up under 'Sponsors and Vendors' tab at www.bridgerun.com*

**Commit before January 1, 2020 to receive \$100 Discount*

Finish Festival Vendor - \$750

- 10 x 10 vendor booth display (ability to combine multiple booths)
- Engage with 60,000+ people through direct sales, promotions, product samples, giveaways

ADVERTISING OPPORTUNITIES

Cooper River Bridge Run Souvenir Magazine

Half Page Advertisement: \$500 | Full Page Advertisement: \$1,000

Virtual Goodie Bag - \$500 | \$1,000

The Virtual Goodie Bag will be emailed to participants and volunteers one week before the event with special discount offers (traditional discount offer, online coupon code, or services). Advertisers also have the ability to access robust performance reports with metrics outlining activities generated by participants interacting with your placement.

~~Calendar - \$2,000~~ **SOLD**

All previous year entrants receive a complimentary printed Cooper River Bridge Run Calendar as a holiday gift in December. Your logo and message or quote will be exclusively displayed in one month of the calendar.

Wristband - \$2,000

Company logo and/or message displayed on all beer garden wristbands. The beer garden is held in the Health & Wellness Expo where thousands of runners and their families and friends, ages 21+, enjoy drinks and live music.

ADDITIONAL EVENTS

Sponsor Kickoff Party

This much anticipated party is a way for the Cooper River Bridge Run to recognize the valuable contributions of our event sponsors.

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Press Luncheon

This event hosts Bridge Run world-class athletes and elites, dignitaries, sponsors, charity partners, and members of the media.

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VIP Breakfast

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

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Post-Race Celebration

This celebrates the successful completion of another great Cooper River Bridge Run with sponsors, race officials, and community leaders.

**Above vendor opportunities can be customized through monetary and/or product donations, hosting an event and/or catering.*



COOPER RIVER BRIDGE RUN **KIDS RUN** SPONSORSHIPS

Kids Run & Wonderfest Presenting Sponsorship - \$15,000

*This sponsorship can be created through a combination of monetary and/or product.

- 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 Health & Wellness Expo and Finish Festival
- Company banner placement along the Bridge Run race course
- One full page ad in the Cooper River Bridge Run Souvenir Magazine
- Company name included in all press releases and public service announcements
- Complimentary 10x10 booth tent at the Kids Run
- Complimentary 10x10 booth at Health & Wellness Expo
- Company name included in all Cooper River Bridge Run materials from the date of sponsorship

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Kids Run & Wonderfest Vendor - \$500

*This sponsorship can be created through a combination of monetary and/or product.

- Complimentary 10x10 booth tent at the Kids Run

2020 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 _____ (company name) 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**
- ☐ ~~Grocery Store Sponsorship~~ **SOLD**
- ☐ Transportation Bus Sponsorship
- ☐ Finish Festival and Award Sponsorship
- ☐ Bridge Span Sponsorship
- ☐ Kids Run Sponsorship
- ☐ Bridge Wonders Way Sponsorship
- ☐ Bridge Steel Cable Sponsorship
- ☐ Bridge Beam Sponsorship
- ☐ Expo Vendor: sign up online (Sponsors and Vendors tab at www.bridgerun.com)
- ☐ Kids Run and Festival Vendor (Sunday, March 29)
- ☐ Finish Festival Vendor (Marion Square, Saturday, April 4)
- ☐ Magazine Advertisement: Circle one (Half Page / Full Page)
- ☐ Calendar Advertisement
- ☐ Port-O-Let Sponsorship
- ☐ Media Event or Reception: Specify: _____
- ☐ Virtual Goodie Bag Sponsorship
- ☐ In Kind

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: _____

2020 PAYMENT INFO



Fill out and submit with your sponsorship agreement to **info@bridgerun.com**

Contact Information:

Full Name: _____ Phone: _____

Company: _____ Fax: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Website: _____

PAYMENT (circle one): Credit Card Check

Total payment \$ _____

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

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Expires: (MM/YY)

Security Code

Signature

Date





COOPER RIVER BRIDGE RUN

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