



The 44th Annual
Cooper River Bridge Run
2021 Sponsorship & Vendor Opportunities



ABOUT THE COOPER RIVER BRIDGE RUN

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 down Coleman Blvd through Mt. Pleasant over the Cooper River Bridge 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.

Community Involvement

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.

WHY SPONSOR?

DRIVE SALES

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

.....

INCREASE

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

.....

ENGAGE

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

.....

CREATE

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

BRIDGE RUN EVENTS

The Cooper Bridge Run isn't just a race, it's a week of exciting events that are beloved by race participants and Charleston area residents alike.

HEALTH & WELLNESS EXPO

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 190 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

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

Over 7,000 children and families participate in one of Charleston's biggest family festivals with 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

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



WEBSITE VISITORS

OCTOBER 2019

30K

NOVEMBER 2019

40K

DECEMBER 2019

50K

JANUARY 2020

60K

FEBRUARY 2020

70K

MARCH 2020

80K

APRIL 2020 ____

90K

PRESENTING SPONSORS

The Cooper River Bridge Run is proud to announce our
Presenting Sponsors



Grocery Store, Presenting Sponsor



Bridge Tower, Presenting Sponsor

BRIDGE RUN RACE SPONSORSHIPS

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 Tent at Finish Festival
- Full page ad in Cooper River Bridge Run Souvenir Magazine
- Company name included in all press releases and PSAs

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 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

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

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

Health & Wellness Expo Vendor - \$1,200

- 10 x 10 vendor booth display
- Engage with 75,000+ people through direct sales, promotions, product samples, giveaways
- Logo and website link on www.bridgerun.com
- Promotional coupon inclusion in Virtual Goodie Bag

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

*Commit before July 1, 2021 to receive \$100 Discount

Finish Festival Vendor - \$750

- 10 x 10 vendor booth display
- Engage with 60,000+ people through direct sales, promotions, product samples, giveaways
- Logo recognition in the Cooper River Bridge Run Souvenir Magazine



ADDITIONAL OPPORTUNITIES

The Cooper River Bridge Run hosts special events for the top Bridge Run supporters including sponsors, media, business and community leaders, and dignitaries. These sponsorship opportunities can be customized through monetary and/or product donations, hosting an event and/or catering:

Sponsor Kick-off Party

Press Luncheon

VIP Breakfast

Post-Race Celebration

ADVERTISEMENT 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 performance reports with metrics outlining activities generated by participants interacting with your placement.

Wristband \$2,000

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

COOPER RIVER BRIDGE RUN KIDS RUN

SPONSORSHIPS

Kids Run 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 (print and online)
- 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

Kids Run Vendor - \$500

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

- Complimentary 10x10 booth tent at the Kids Run

2021 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
- ☐ Finish Festival Vendor (Marion Square)
- ☐ 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
- ☐ 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

Sponsor Signature

Signature: _____

Signature: _____

Print Name: _____

Print Name: _____

Title: _____

Title: _____

PAYMENT INFO

2021 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 \$ _____

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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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