

# The 45<sup>th</sup> Annual Cooper River Bridge Run

2022 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 picturesqe 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 give-aways 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.

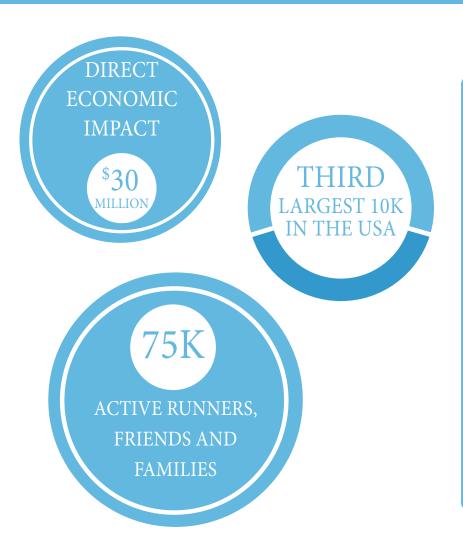
#### KIDS RUN

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

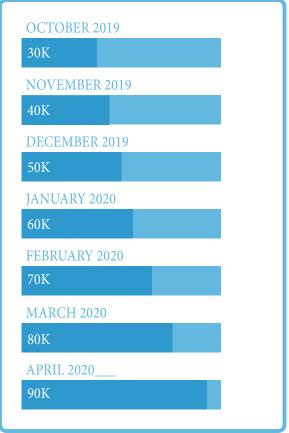
#### FINISH FESTIVAL

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



#### PRESENTING SPONSORS

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



BENEFITF@CUS®

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
Dugge I van ah een
Press Luncheon
VIP Breakfast
VIF DIEaklast
Post-Race Celebration
rost-reace 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.



## 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

## 2022 CONTRACT

This ag	reement is made by and between Cooper River Bridg	ge Run/Walk/Expo, a South Carolina Not-for-profit corporation (hereinafter				
referre	d to as "Cooper River Bridge Run") and					
(compa	any name) hereinafter referred to as "Sponsor" and	dated this day of				
The Co		wing services and privileges to the Sponsor as outlined in the sponsorship				
o —	Bridge Tower Presenting Sponsorship SOLD					
0 —	Grocery Store Sponsorship SOLD					
O	Transportation Bus Sponsorship					
O	Finish Festival and Award Sponsorship					
O	Bridge Span Sponsorship					
O	Kids Run Sponsorship					
O	Bridge Wonders Way Sponsorship					
O	Bridge Steel Cable Sponsorship					
O	Bridge Beam Sponsorship					
O	Expo Vendor: sign up online (Sponsors and Vendor)	dors tab at www.bridgerun.com)				
O	Kids Run and Festival Vendor					
O	Finish Festival Vendor (Marion Square)					
O	Magazine Advertisement: Circle one (H	Ialf Page / Full Page )				
O	Billboard Advertisement					
O	Calendar Advertisement					
O	Port-O-Let Sponsorship					
O	Media Event or Reception: Specify:	<del></del>				
O	Virtual Goodie Bag Sponsorship					
O	In Kind					
Other	terms mutually agreed upon (if none so state).					
	erms mutuany agreed upon. (ii none, so state).					
Sponso	or shall pay to the Cooper River Bridge Run the sur	m of\$				
and/or	Trade Value of products donated to the Cooper Ri	iver Bridge Run \$				
	Total Sponsorshi	ip Value \$				
which	sum is due and payable within 15 days of this contr	ract or by				
if the S	ponsor is donating product, the delivery date will b	be				
Coope	r River Bridge Run Signature	Sponsor Signature				
Signatu	ire:	Signature:				
Print N	Jame:	Print Name:				
Title		Title				

## PAYMENT INFO

#### 2022 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 Ca	rd (	Check		
Total payment \$				
If using a credit card, fill in credit card r	number in the	boxes provi	ded above	
Expires: (MM/YY) Security Code	e			
Signature			Date	

