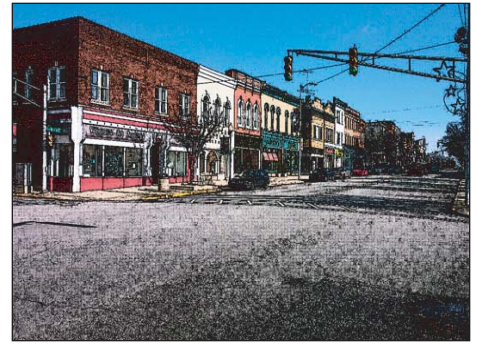


Valpo Mini-Marathon

Sponsor Information & Application



The first annual Valpo Mini-Marathon will be held April 10, 2005 in Valparaiso, Indiana. The race will be Northwest Indiana's premiere racing event. The course--fast, flat and USATF certified--will take runners on a historic and scenic route through the crossroads of America. The race will be marketed to thousands of runners locally, regionally and nationally. Starting and finishing in downtown Valparaiso, the course tours several Valparaiso neighborhoods, business districts and Valparaiso University.

Valpo Mini-Marathon

Sponsor Information & Application



Marketing Opportunities

The Valpo Mini-Marathon will be advertised on The Human Race Web site and such publications as *Midwest Runner*, *Chicago Athlete* and *Windy City Sports* as well as local newspapers and various media outlets. This will provide sponsors an invaluable opportunity to introduce themselves to thousands of athletes, their families, friends and spectators.

The Valpo Mini-Marathon offers athletic and non-athletic related businesses significant exposure to this highly motivated consumer group.

We hope you will join us and make this event an outstanding and memorable opportunity for runners as well as sponsors.

Enclosed is information on sponsorship options and the exposure your business will receive for each level of commitment. Please take the time to review this information.

Thank you for your interest,
Mara Wilson
Sponsorship Coordinator
219-405-9937
sponsorship@valpominimarathon.com

The Human Race
A specialty runner & triathlete store
Valparaiso, Indiana 219-465-5335
Orland Park, Illinois 708-349-4724
www.humanracesports.com
www.valpominimarathon.com

Valpo Mini-Marathon

Sponsor Information & Application



Sponsorship Benefits

Association with a thriving local community

Image building opportunities

Targeted audience of consumers

Media Coverage

Cross-promotion with other sponsors

Employee motivation

Lots of fun and satisfaction!

Valpo Mini-Marathon

Sponsor Information & Application



Titanium Sponsor

\$5000

Company Visibility

- * Corporate name recognition
- * Name and logo on all race stationary
- * Corporate logo on all race t-shirts, race applications and advertising posters
- * Corporate logo in various media publications and productions
- * Name and logo on all race advertising
- * Invitation to pre and post-race events
- * Corporate logo and link on event's Web site
- * Receive 10 free race entries
- * Receive 10 event posters with corporate logo and name plus race applications

Race Day Recognition

- * 2 corporation-supplied banners: one on course and one in start/finish area
- * Company representative introduced at race
- * Space at the race day booths
- * Corporate name recognition during race
- * Each Titanium sponsor will present at least one running classification at awards

Platinum Sponsor

\$2500

Company Visibility

- * Corporate name recognition
- * Corporate logo on all race t-shirts, race applications and advertising posters
- * Corporate logo in various media publications and productions
- * Name and logo on all race advertising
- * Invitation to pre and post-race events
- * Corporate logo and link on event's Web site
- * Receive 5 free race entries
- * Receive 5 event posters with corporate logo and name plus race applications

Race Day Recognition

- * 2 corporation-supplied banners: one on course and one in start/finish area
- * Company representative introduced at race
- * Available space at the race day booths
- * Corporate name recognition during race

* All sponsor commitments must be submitted by March 15, 2005 to ensure proper recognition.

Valpo Mini-Marathon

Sponsor Information & Application



Diamond Sponsor

\$1000

Company Visibility

- * Corporate logo on all race t-shirts, race applications and advertising posters
- * Corporate logo and link on event's Web site
- * Name and logo on all race advertising
- * Invitation to pre and post-race events
- * Receive 5 event posters plus race applications

Race Day Recognition

- * Corporate logo in race day program
- * 2 corporation-supplied banners: one on course and one in start/finish area
- * Available space at race day booths
- * Corporate name recognition during race

Gold Sponsor

\$500

Company Visibility

- * Corporate logo on all race t-shirts and race applications
- * Corporate logo and link on event's Web site
- * Receive 1 event poster plus race applications

Race Day Recognition

- * Corporate logo in race day program
- * 1 corporation-supplied banner in start/finish area
- * Available space at the race day booths
- * Corporate name recognition during race
- * Receive 1 event poster plus race applications

Silver Sponsor

\$350

Company Visibility

- * Corporate-supplied visibility
- * Receive 1 event poster plus race applications

Race Day Recognition

- * Corporate name in race day program
- * Corporate name recognition during race

Bronze Sponsor

\$250 or Equivalent In-Kind

Company Visibility

- * Corporate-supplied visibility
- * Receive 1 event poster plus race applications

Race Day Recognition

- * Corporate name in race day program

Copper Sponsor (Mile Sponsor)

\$100 or Equivalent In-Kind

Company Visibility

- * Receive 1 event poster plus race applications

Race Day Recognition

- * Mile marker recognition in race day program

* All sponsor commitments must be submitted by March 15, 2005 to ensure proper recognition.

Business Exposure and Marketing Benefits of Sponsorship

Marketing Opportunity	Titanium \$5000	Platinum \$2500	Diamond \$1000	Gold \$500	Silver \$350
Present award/s at ceremony	X				
Race stationary	Name/Logo				
Company representative introduced at race	X				
Corporate banner on course	1	1			
Corporate banner start/finish area	1	1			
Free race entries	10	5			
Free event poster/s	10	5	1	1	1
Event poster recognition	Name/Logo	Logo			
Free race applications	X	X	X	X	X
Race advertising poster	Logo	Logo	Logo		
Race day program	Logo	Logo	Logo	Logo	Name
Race application recognition	Logo	Logo	Logo	Name	
Logo on race t-shirts	Logo	Logo	Logo	Logo	
Sponsor table at race	X	Available	Available	Available	
Granted limited license to use event logo	X	X	X	X	X
Recognized in announcements during the race	X	X	X	X	X
May include company items in race packets	X	X	X	X	X
Recognition on Web site	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Logo & Link
Listed on all other race advertising	Name/Logo	Logo	Logo	Logo	Name
Invitation to pre & post-race events	X	X	X	X	X

Marketing Opportunity	Bronze \$250	Copper \$100
Present award/s at ceremony		
Free race entries		
Free event poster/s	1	1
Event poster recognition		
Free race applications	X	X
Race stationary		
Company representative introduced at race		
Corporate banner on course		
Corporate banner start/finish area		
Race day program	Name	Mile
Race advertising posters		
Race application recognition		
Logo on Race T-shirts		
Sponsor table at race		
Granted limited license to use event logo	X	
Recognized in announcements during the race	X	
May include company items in race packets		
Recognition on website		
Listed on all other race advertising		
Invitation to pre & post-race Events		
Mile marker recognition (exclusive)		X



Valparaiso Mini-Marathon

Sponsor Information & Application



Sponsorship Application

Please complete this application and return to address or give to your committee representative

Name of business

Contact

Contact Title

Business Address

City

State

Zip

Phone 1

Phone 2

Web site

Email 1

Email 2

Sponsorship Level:

- * Titanium (\$5000)
- * Platinum (\$2500)
- * Diamond (\$1000)
- * Gold (\$500)
- * Silver (\$350)
- * Bronze (\$250)
- * Copper (\$100)

Type of Sponsor:

Cash

Check

In-kind (please specify)

Sponsor Authorized Signature

Printed Name

Date

The Fine Print

Advertising cut-off dates

- 1st round poster/race application: Jan. 1st
- 2nd round poster/race application: Jan. 15th
- 3rd round poster/race application: Feb. 1st
- 4th round poster/race application: Feb. 15th
- 5th round poster/race application: Mar. 1st
- 6th round poster/race application: Mar. 15th

Disclaimer

- * Exclusivity not guaranteed
- * The Human Race and all its constituents are not responsible for any corporation-supplied materials
- * The Human Race and all its constituents are not responsible for the accuracy of corporation-supplied information
- * Free race applications are not redeemable for cash or services from The Human Race
- * Titanium and Platinum sponsors receiving free race entries are free to use their discretion for distribution