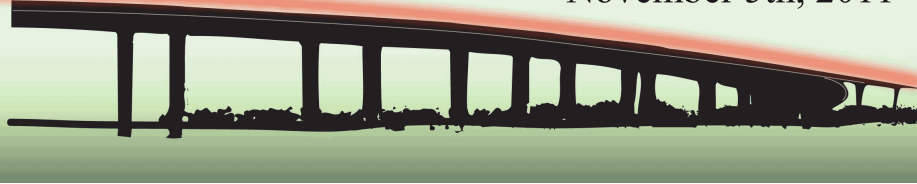


13th Annual  
**James Island Connector Run**

November 5th, 2011



James Island Connector Run  
P.O. Box 1893  
Mount Pleasant, SC 29465  
[www.jicrun.com](http://www.jicrun.com)  
[facebook.com/jiconnectorrin](https://www.facebook.com/jiconnectorrin)

Sponsorship Contacts

Nick Gavalas  
(843) 478 - 5001  
[nbgavalas@gmail.com](mailto:nbgavalas@gmail.com)

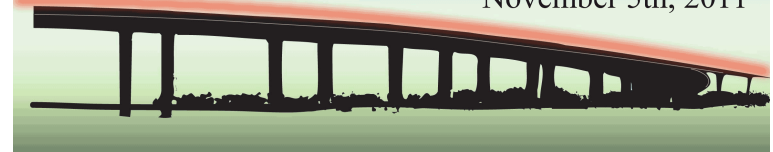
Dr. Ronald Kolanko  
(843) 207 - 7130  
[drk@aohocmed.com](mailto:drk@aohocmed.com)

Jack Hall  
(847) 212 - 4613  
[jhall@stratygic.com](mailto:jhall@stratygic.com)

## Sponsorship Opportunities

13th Annual  
**James Island Connector Run**

November 5th, 2011



## Proceeds Benefit the



Helping students with physical disabilities reach  
their college educational goals

Presented by:



[www.jicrun.com](http://www.jicrun.com)  
[facebook.com/jiconnectorrin](https://www.facebook.com/jiconnectorrin)

## Introduction

The James Island Connector Run (JICR) provides one of the most scenic race routes in the southeast and one of the most challenging courses in the Lowcountry! Overlooking the beautiful Ashley River and the historic downtown peninsula of Charleston, this 5K & 10K Run/5K Walk crosses the James Island Connector. The course is USATF Certified - SC94009BS.

The race finishes downtown on the corner of Bennett Street and Ashley Avenue. The post-race festival is held at Cannon Park. This year, the cover band, *Two 3 Ways*, will perform at the post-race party. We are also adding a 5K run. By offering a 5K and 10K run & a 5K walk, we expect approximately 1,500 participants.

## The Cause

Proceeds from the JICR benefit the Gavalas-Kolanko Foundation, a nonprofit organization that provides college education scholarships to students with physical disabilities. Since 1999, the Foundation has awarded 44 scholarships to students at College of Charleston and Charleston Southern University.



## Reach Your Target Market

The JICR is unique because it attracts professionals aged 40+ and college students\*. If you are a business that markets to these groups, you should consider a sponsorship. Not only will you have one-on-one access to your target market, but you will obtain a 2011 tax deduction and be assisting a reputable non-profit organization that assists young scholars.

## Sponsorship Benefits

- Reach thousands of potential patrons before, during and after the race for pennies a person
- Have the opportunity to showcase and/or advertise your product(s)/service(s)
- Enhance product credibility by being associated with a growing event that financially supports the college educational efforts of students with physical disabilities
- Serve as a charitable deduction for your 2011 tax return

*\*2010 Runner's Survey conducted by College of Charleston, Department of Hospitality and Tourism Management*

## Bronze Sponsor

- Company name listed in the official race program
- Company logo placed on the race website with link to company website
- Company has the option of providing a promotional item to be placed in each race packet
- Company name mentioned during pre-race announcements and awards ceremony
- 2 complimentary race registrations for distribution to employees/clients

**The sponsorship can be created through a combination of money or product of \$300**

## Patron Sponsor

- Company name listed in the official race program
- Company name mentioned during pre-race announcements and awards ceremony

**The sponsorship can be created through a combination of money or product of \$100**



## Gold Sponsor

- Company logo printed prominently on the back of the official race t-shirt
- Company booth at the post-race party's "Vendor Village"
- Company provided banner displayed at Cannon Park during pre- & post-race festivities
- Company name listed in the official race program
- Company logo placed on the race website with link to company website
- Company has the option of providing a promotional item to be placed in each race packet
- Pre-race and post-race event photo opportunities
- Company name mentioned during pre-race announcements and awards ceremony
- 6 complimentary race registrations for distribution to employees/clients
- Recognition in the program at the scholarship reception at College of Charleston on September 27

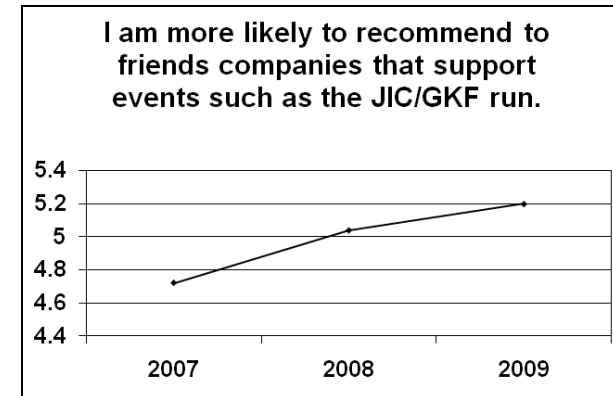
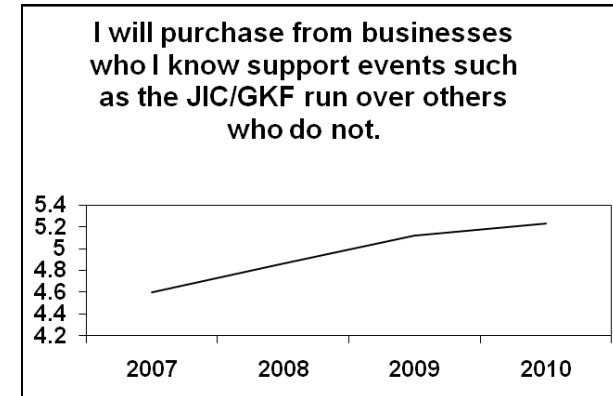
**The sponsorship can be created through a combination of money or product of \$1,000**

## Silver Sponsor

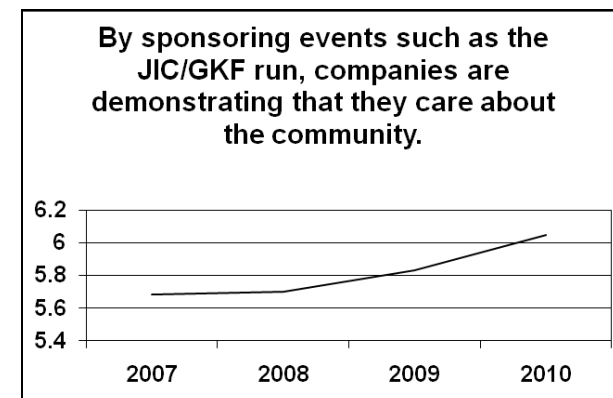
- Company provided banner displayed at Cannon Park during pre- & post-race festivities
- Company name listed in the official race program
- Company logo placed on the race website with link to company website
- Company has the option of providing a promotional item to be placed in each race packet
- Company name mentioned during pre-race announcements and awards ceremony
- 4 complimentary race registrations for distribution to employees/clients

**The sponsorship can be created through a combination of money or product of \$500**

Research\* shows that over the past 4 years, participants have been more willing to purchase products from JICR sponsors. More importantly, runners and walkers are likely to refer sponsors' products and services to family and friends. What is better than word of mouth referrals?



Additionally, our racers say they view companies that sponsor events such as the JICR as strong community partners.



## Levels of Sponsorship

There are nine different levels of sponsorship that can fit your budget and the type of promotion you desire.

Diamond	Band	Silver
Awards	Beer	Bronze
Platinum	Gold	Patron

### Diamond Sponsor

- Company representative welcomes participants at the start line
- Company representative assists with awards ceremony
- Company name mentioned on all radio commercials
- Company logo shown on all television PSA's about the race
- Company logo printed prominently on the back of the official race t-shirt
- Company booth at the post-race party's "Vendor Village"
- Company provided banner displayed at Cannon Park during pre- & post-race festivities
- Company logo printed on approximately 100 promotional posters
- Company name/logo listed in the official race program
- Company logo included in all media releases
- Company logo placed prominently on the race website with a link to company website
- Company has the option of providing a promotional item to be placed in each race packet
- Pre-race and post-race event photo opportunities
- Company name mentioned during pre-race announcements and awards ceremony
- 10 complimentary race registrations for distribution to employees/clients
- Recognition in the program at the scholarship reception at College of Charleston on September 27

**The sponsorship can be created through a combination of money or product of \$5,000**

### Band Sponsor (continued)

- Company logo placed on the race website with a link to company website
- Company has the option of providing a promotional item to be placed in each race packet
- Pre-race and post-race event photo opportunities
- Company name mentioned during pre-race announcements and awards ceremony
- 7 complimentary race registrations for distribution to employees/clients
- Recognition in the program at the scholarship reception at College of Charleston on September 27

**The sponsorship can be created through a combination of money or product of \$2,000**

### Beer Sponsor

- Company provided banner prominently displayed in Beer Garden
- Band will regularly mention company name between songs
- Company logo printed on the back of the official race t-shirt
- Company booth at the post-race party's "Vendor Village"
- Company name listed in the official race program
- Company logo placed on the race website with a link to company website
- Company has the option of providing a promotional item to be placed in each race packet
- Pre-race and post-race event photo opportunities
- Company name mentioned during pre-race announcements and awards ceremony
- 7 complimentary race registrations for distribution to employees/clients
- Recognition in the program at the scholarship reception at College of Charleston on September 27

**The sponsorship can be created through a combination of money or product of \$2,000**

## Platinum Sponsor

- Company name rotated on the radio commercials
- Company logo rotated on television PSA's about the race
- Company logo printed prominently on the back of the official race t-shirt
- Company booth at the post-race party's "Vendor Village"
- Company provided banner displayed at Cannon Park during pre- & post-race festivities
- Company logo printed on approximately 100 promotional posters
- Company name/logo listed in the official race program
- Company logo included in all media releases
- Company logo placed prominently on the race website with a link to company website
- Company has the option of providing a promotional item to be placed in each race packet
- Pre-race and post-race event photo opportunities
- Company name mentioned during pre-race announcements and awards ceremony
- 8 complimentary race registrations for distribution to employees/clients
- Recognition in the program at the scholarship reception at College of Charleston on September 27

**The sponsorship can be created through a combination of money or product of \$2,500**

## Band Sponsor

- Company provided banner prominently displayed on stage
- Band will regularly mention company name between songs
- Company logo printed on the back of the official race t-shirt
- Company booth at the post-race party's "Vendor Village"
- Company name listed in the official race program

## Awards Sponsor

- Company name listed on all awards
- Company rep distributes cash awards during awards ceremony
- Company name rotated on the radio commercials
- Company logo shown on all television PSA's about the race
- Company logo printed prominently on the back of the official race t-shirt
- Company booth at the post-race party's "Vendor Village"
- Company provided banner displayed at Cannon Park during pre- & post-race festivities
- Company logo printed on approximately 100 promotional posters
- Company name/logo listed in the official race program
- Company logo included in all media releases
- Company logo placed prominently on the race website with a link to company website
- Company has the option of providing a promotional item to be placed in each race packet
- Pre-race and post-race event photo opportunities
- Company name mentioned during pre-race announcements and awards ceremony
- 9 complimentary race registrations for distribution to employees/clients
- Recognition in the program at the scholarship reception at College of Charleston on September 27



**The sponsorship can be created through a combination of money or product of \$3,000**

## James Island Connector Run Sponsorship Summary

	<i>Diamond Sponsor</i> \$5,000	<i>Awards Sponsor</i> \$3,000	<i>Platinum Sponsor</i> \$2,500	<i>Band Sponsor</i> \$2,000	<i>Beer Sponsor</i> \$2,000	<i>Gold Sponsor</i> \$1,000	<i>Silver Sponsor</i> \$500	<i>Bronze Sponsor</i> \$300	<i>Patron Sponsor</i> \$100
Company representative welcomes racers at start line	X								
Company representative assists with awards ceremony	X								
Company name listed on all awards		X							
Company rep distributes cash awards during awards ceremony		X							
Company provided banner prominently displayed on stage				X					
Company provided banner prominently displayed in Beer Garden					X				
Band will regularly mention company name between songs				X	X				
Company logo on all TV PSA's	X	X							
Company logo rotated on TV PSA's			X						
Company name in all radio spots	X								
Company name rotated on radio spots		X	X						
Company logo on media releases	X	X	X						
Company logo on posters	X	X	X						
Company logo on the official race t-shirt	X	X	X	X	X	X			
Booth at post-race party "Vendor Village"	X	X	X	X	X	X			
Company provided banner at Cannon Park	X	X	X			X	X		
Company logo and/or name in official race program	X	X	X	X	X	X	X	X	X
Company logo/link on website	X	X	X	X	X	X	X	X	
Pre-race and post-race event photo opportunities	X	X	X	X	X	X			
Option of providing promotional item in race packets	X	X	X	X	X	X	X	X	
Mention during pre-race and awards ceremony	X	X	X	X	X	X	X	X	X
Recognition at College of Charleston scholarship reception	X	X	X	X	X	X			
2011 tax deduction for charitable donation	X	X	X	X	X	X	X	X	X
Complimentary registrations/t-shirts	10	9	8	7	7	6	4	2	