

Dear potential sponsor,

We invite you to join us as sponsors of a new and unique Halloween/zombie themed sports marketing opportunity in Michigan – The Traverse City Zombie Run to be held on October 29, 2011.

This is a great brand-building event that will prominently feature your products and/or services to hundreds of race-day participants and thousands of Michiganders. Your company will be promoted as part of an extensive media and marketing campaign through radio remotes and advertisements, web and online marketing, print exposure, and aggressive marketing from a team of Halloween fans and race enthusiasts.

Last year's race drew over 700 participants and dozens of sponsors including breweries, grocery stores, local radio stations, physician groups, home builders and many more. We want this event to become a Northern Michigan tradition as the state kicks off the Halloween season.

Proceeds will be donated to TART, Traverse Area Recreation Trail.

About TART:

TART Trails, Inc was formed in 1998 when four individual trail groups in the Traverse City area united to create a stronger force for recreation and alternative transportation in northwest Michigan. TART is dedicated to providing recreation and transportation opportunities as well as preserving open space corridors through a network of trails. TART is a non-profit organization that builds trails, advocates for active living and outdoor recreation. Our work includes negotiating easements, hosting annual events that promote healthy lifestyles, and defending cyclist and pedestrian interests.

Sponsorship opportunities range from \$1,000 to \$100 – giving you many affordable options. Please download this enclosed sponsorship packet for details. Donations of any kind are welcomed!

The deadline for major sponsors is October 1st, 2011 giving us sufficient time to place your corporate logo on all promised marketing items; official race t-shirts, gift bags, race banners, etc.

Please help us create the premier Halloween event of the season,

Matthew Ross and Melinda Webster
Race Directors

Sponsorship Information

Official Charity: TART trails

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\$1,000 All The Brains You Can Eat

- Premier media exposure with our official media sponsor including radio, print and possibly television
- Prominent placement of logo on all marketing material, press releases and day-of-race banners
- Prominent placement of logo with associate sponsors on official race shirts
- Prominent placement of logo and link to your website on the official race website www.tczombierun.com
- SWAG items in the gift bag
- Free entry for 8 racers and 8 official race shirts for your runners

\$500 Arm And A Leg

- Some media exposure with our official media sponsor including radio, print and possibly television
- Logo on some selected marketing material, press releases and day-of-race banners
- Logo with partner sponsors on official race shirts
- Logo and link to your website on the official race website www.tczombierun.com
- SWAG items in the gift bag
- Free entry for 6 racers and 6 official race shirts for your runners

\$250 Blood And Guts

- Small Logo with friend sponsors on official race shirts
- Link to your website on the official race website. www.tczombierun.com
- SWAG items in the gift bag
- Free entry for 4 racers and 4 official race shirts for your runners

\$100 Blood

- Link to your website on the official race website. www.tczombierun.com
- SWAG items in the gift bag
- Free entry for 2 racers and 2 official race shirts for your runners

Other Sponsorship Opportunities

Donation Of Awards And Prizes

We will need organizations that can donate awards and prizes for the winners of the run and best costumes.

Official Refreshment Sponsor

We will need organizations that can donate water, fruit, supplies, and other refreshments for at the end of the race. Refreshment donations can be added to a cash sponsorship with the value of the food included to your donation amount (i.e. \$500 cash + \$500 worth of bananas = \$1000 donation).

Official Media Sponsor

Any exposure is greatly appreciated. We want our event to become a Northern Michigan tradition and the more media exposure we can get the better! We are looking for media and public relations opportunities in radio, television, and print. Any other media suggestions or propositions are welcome.

Official Photography Sponsor

Participants dressing like zombies will want to have photos taken of their costumes before, during and after the race. Your time will be donated, however, charging participants for their pictures is allowed as compensation, as long as we have access to the photos for use on our website for future marketing.

Official Hotel Sponsor

We are in need of a sponsoring hotel that can accommodate our race timing team from Grand Rapids. They will require two hotel rooms on Friday, October 28th. In exchange for this donation we will direct all participants in need of lodging to the participating hotel through a link on our website. Sponsorship Level will be determined based on hotel rates for the two rooms.

Traverse City Zombie Run - October

Sponsor Information

Event Sponsorship Form

The Traverse Zombie Run is a unique marketing opportunity for your business. This event will be marketed aggressively across the region and is expected to draw 1000 participants and even more spectators.

As an event sponsor, your business will be recognized in many ways both leading up to the event in print and electronic media, as well as recognition on the day of the event.

Please join us in supporting the 3rd annual Traverse City Zombie Run.

Organization/Business: _____

Address: _____

City: _____ State/Zip: _____

Contact Person: _____ Title: _____

Phone: _____ Email: _____

Website Address: _____

Sponsorship Level: (circle one) \$1000 \$500 \$250 \$100

Check one

Official Refreshment sponsor

Official Event Photographer

Official Media Sponsor

Official Event Hotel

Official Event Prize Sponsor

***Please send company logo to: matthewpa538@msn.com**

Please Send or e mail to:

TART Trails, Inc.

Attn: Zombie Run

PO Box 252

Traverse City, MI 49685

***Please make checks payable to: TART Trails, Inc. Zombie Run**

For more information contact:

Matthew Ross

Race Director

625 Seventh Street

Traverse City MI 49684

231-409-1943

matthewpa538@msn.com