

Be in Good Company

EVENT SPONSORSHIP OPPORTUNITIES

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TETERBORO AIRPORT 5K



Run on the Runway

14th Annual Teterboro Airport 5K – Saturday, July 16, 2011



This event's value is in its unique venue – a 5K road race, on the airport runway! Now in its 14th year, the Teterboro Airport 5K is well-known as a “must-run” summer race. The course is certified and the race sanctioned by the USA Track & Field Association. Adding to the fun, a random drawing for over \$10,000 in prizes is held after the race.

Event Demographics

Event Audience

Profile:

- Athletic, health conscious individuals
- Family-focused, community-minded

Participants: 786 finishers in 2010;

Spectators: Approximately 200 friends and family cheer on the runway

Volunteers: 100 dedicated people support the runners

Gender: 41% Women; 59% Men

Age: 78% are between 20 – 49 years

Running Trends

- In 2009, there were 43 million runners in the United States, a 7% increase over 2008
- Participation in running activities has increased 40% in this decade

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Media Impressions

The Teterboro Airport 5K involves a media campaign emphasis on promotions and marketing. The campaign includes national, regional and local mediums. It includes both traditional print media, as well as on-line news and registration sites. All of these efforts are used to target both the veteran runner and the first-timer, as well as the community-minded volunteer.

➤ **MARKETING AND MEDIA IMPRESSIONS –OVER 16,000,000!**

2010 Marketing Impressions:

- **Daily papers: 1,965,000**
- **Weekly papers and magazines: 402,000**
- **Websites: 13,648,000**

Marketing Highlights:

- Aggressive online campaign
- Print advertising in high profile trade journal Metro Race Forum
- Press releases to all local print media, daily and weekly.
- 2,500 person database direct mailing
- Over 10,000 promotional materials distributed at events and in stores

Positive Impact

A true community event....

- In drawing over 1,000 individuals from New Jersey and the surrounding area, the race provides a fantastic public relations opportunity for the airport.
- In addition to the 5k, the event hosts a “Mini-Flyer” dash for children under 10 which adds to the family atmosphere.
 - Proceeds from the race will help to support 2-1-1, a statewide, free, 24-hour service that connects people with social services and community programs that can help with everyday health and human service needs.



Sponsorship Agreement

YES! I would like to be a 2011 Teterboro Airport 5K Sponsor.

MAJOR SPONSOR..... \$ 10,000

- Preferred logo placement on back of event T-shirt
- Logo on event web site
- Signage and hospitality tent at event
- Inclusion in event related promotional, media and press materials
- Company VIP role as "Awards Presenter"
- Opportunity to include promotional item in goody bags
- 10 complementary race entries
- ½ page advertising space in Event Journal

SUPPORTING SPONSOR \$ 5,000

- Logo on back of event T-shirt
- Signage at event
- Inclusion in event related public relations materials
- Opportunity to include promotional item in goody bags
- 6 complementary race entries
- ¼ page advertising space in Event Journal

CONTRIBUTING SPONSOR \$ 2,500

- In-kind product contribution or product sampling on-site
- Opportunity to provide promotional item in goody bags
- 2 complementary race entries
- Name listing in Event Journal

JOURNAL SPONSOR, 1200 journals distributed to all attendees

- Full page advertisement\$ 500
- Half page advertisement\$ 275
- Quarter page advertisement\$150

Name: _____

Company: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

I would like to pay using my (circle one): AMEX Visa MasterCard

Card Number: _____ Expiration: _____

Signature: _____

Please make checks payable to: Bergen County's United Way
Return to: Bergen County's United Way, 6 Forest Avenue, Paramus, NJ

To discuss sponsorship opportunities and benefits, please contact
Rachel Durkan at 201-291-0619 or rdurkan@bergenunitedway.org.

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