



2013 STEPHEN STRASBURG 5K WALK & FUN RUN WITH TONY GWYNN

PARTNERSHIP SUMMARY

Benefiting



**SAN DIEGO STATE
AZTEC BASEBALL**



2013 STRASBURG 5K OVERVIEW



January 26th, 2013 will mark the 3rd Annual Stephen Strasburg 5K with Tony Gwynn, which will take place at Tony Gwynn Stadium at San Diego State University. Over 1,800 people took part in 2012 event and showed their support for Aztec Baseball, and attendance is projected to grow.



Schedule of events:

- 7:00am.....Registration begins
- 8:25am.....5K Run start time
- 8:30am.....5K Walk start time
- 9:00am.....Fun Zone Opens
- 12:00pm.....Race conclusion

AZTEC BASEBALL



The Stephen Strasburg 5K with Tony Gwynn benefited the SDSU Aztec Baseball program. The Aztec Baseball program has a strong tradition of excellence and has produced many MLB players. SDSU alums Stephen Strasburg and Tony Gwynn are looking to give back to the Aztecs.

The Aztec Baseball team was introduced prior to the start of the race and led the crowd in the Aztec Fight Song.

DEMOGRAPHICS



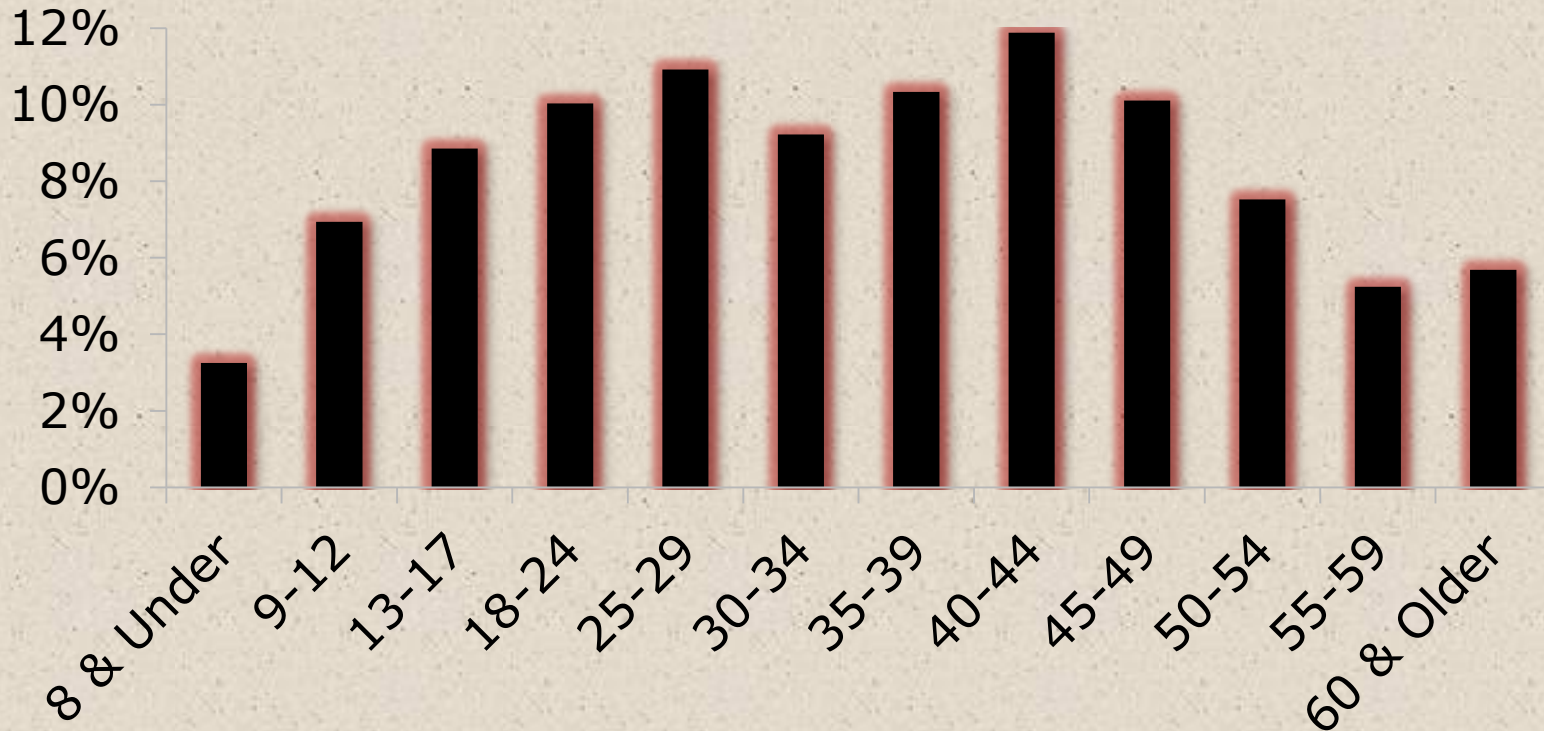
- **Ages**
- **Gender**
- **Walk vs. Fun Run**



DEMOGRAPHICS



Ages of Runners



DEMOGRAPHICS



Gender of Runners



44.92%

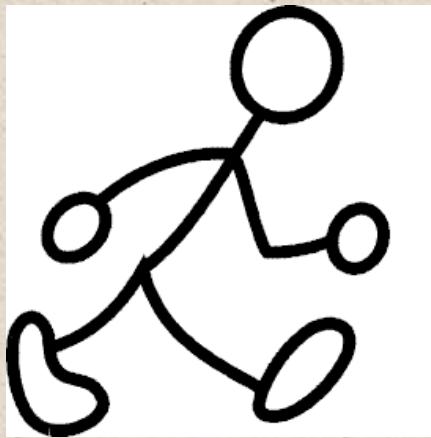
55.08%



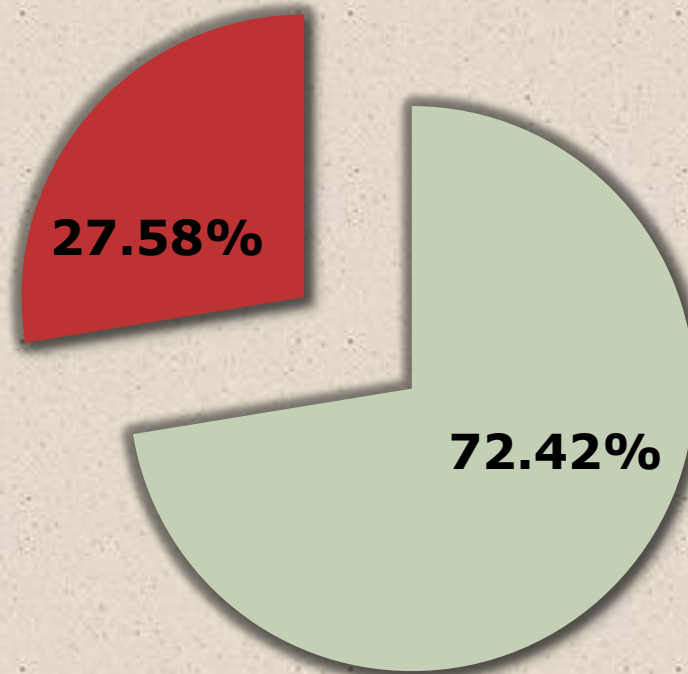


DEMOGRAPHICS

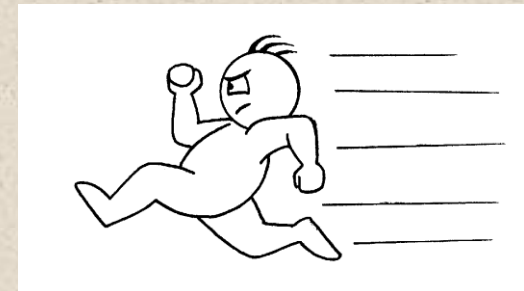
Walk vs. Run



Walk



Run



EVENT HIGHLIGHTS



Celebrity Attendance by:

- 2012 MLB All-Star, Washington Nationals pitcher, and SDSU alum Stephen Strasburg
- MLB Hall of Famer, 15-time NL All-Star, Aztec Baseball Head Coach, and San Diego Legend Tony Gwynn



All paid entrants receive a gift pack with:

- Commemorative T-Shirt
- Hand-signed autographed Steven Strasburg card (first 500 registrants only)
- Complimentary food, snacks, and beverages
- Product sponsor vouchers...and more



EVENT HIGHLIGHTS



Post-race activities:

- Autograph booth featuring the 2013 San Diego State Baseball Team



- Kids Fun Zone
 - Featuring bouncehouses, games, and activities



- Complimentary food court featuring many local San Diego restaurants
 - 2012 restaurants included: Capriottis, Gaglione Brothers, IHOP, and Nothing Bundt Cakes



EVENT HIGHLIGHTS



Post-race activities:

- Complimentary beverages and snacks
- Family themed music and band
- Silent Auction benefiting the Aztec baseball team
- Award ceremony for overall age group winners



EVENT ADVERTISING/COVERAGE



EVENT WILL BE PROMOTED VIA:

- Television and Radio advertisements
- Online and Print advertisements



EVENT MEDIA COVERAGE

- Listed on all major regional event listing pages and running pages
- Coverage by all major media outlets (TV, radio, print, online) – in advance and day of event

2012 Media Partners:



EVENT PRINTED PIECES



PRE-EVENT COLLATERAL PIECES TO BE DISTRIBUTED THROUGHOUT SAN DIEGO INCLUDE:

- Rack Cards (30,000 pieces)
- Posters (1,000 pieces)

STEPHEN STRASBURG 5K WITH TONY GWYNN
MAIL IN ENTRY FORM

REGISTRATION: \$10.00 (includes race bib, water, and t-shirt)

WHEN: Saturday, January 28, 2012
Registration begins at 7:00 AM
Race starts at 8:00 AM

WHERE: Tony Gwynn Stadium at San Diego State University

ENTRY INCLUDES:
• 5K walk or run with Tony Gwynn
• Race bib and Tony Gwynn baseball cap
• Handsigned Tony Gwynn autograph
• Complimentary race t-shirt
• Sports Clips hairdressing
• Two tickets to a 2012 Aztec baseball game
• Captain's boxside cooler
• All-day access including local sports celebrities
• Live music
• Kids Fun Zone including bounce houses
• Complimentary Food Court
• Free race water

On-line registration and pricing details available at www.STRASBURG5K.com

Age Group	On or before 1/17/12	On or before 1/24/12	After 1/24/12
Adult (18+)	\$10.00	\$12.00	\$15.00
Minor (13-17)	\$5.00	\$7.00	\$10.00
Child (5-12)	\$3.00	\$5.00	\$7.00
Infant (0-4)	\$0.00	\$2.00	\$5.00

OUR PARTNERS: SJSU Alumni, Dick's Sporting Goods, KBS, Sport Clips, pepsi, In2It, VAVI, COX, KOGO, yelp, acceptance, Zant.

SATURDAY, JANUARY 28, 2012 - SAN DIEGO STATE UNIVERSITY

FREE MAIL IN ENTRY FORM

STEPHEN STRASBURG 5K WALK & FUN RUN WITH TONY GWYNN BENEFITTING AZTEC BASEBALL

YOUR PAID ENTRY INCLUDES:
• 5K Walk or Run (includes race bib, water, and t-shirt)
• Race bib and Tony Gwynn baseball cap
• Handsigned Tony Gwynn autograph
• Complimentary race t-shirt
• Sports Clips hairdressing
• Two tickets to a 2012 Aztec baseball game
• Captain's boxside cooler
• All-day access including local sports celebrities
• Live music
• Kids Fun Zone including bounce houses
• Complimentary Food Court
• Free race water

FOR MORE INFORMATION OR TO REGISTER, VISIT www.STRASBURG5K.com

DAY OF EVENT PIECES

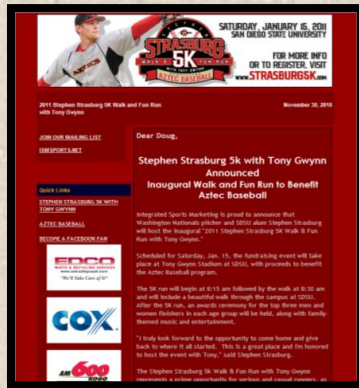
- Race Bibs (min. 5,000)
- Volunteer/Runner Race T-shirts (min. 5,000)



EVENT ONLINE EXPOSURE



- Event Facebook page/Social Media mentions
 - The Stephen Strasburg 5K Facebook page projected to reach over 203,000 individuals



- Event E-Newsletters (5 leading up to event)

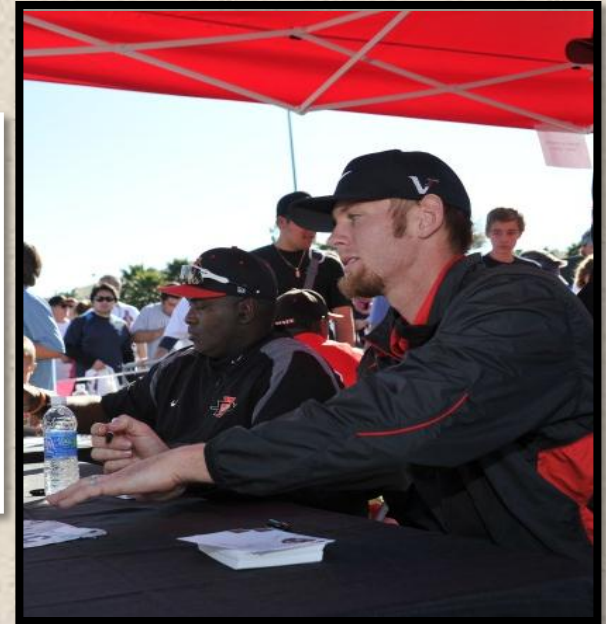
- Event Website - www.strasburg5k.com
 - Listings on the main page and/or partners section of website



EVENT DAY PHOTOS



EVENT DAY PHOTOS



EVENT DAY PHOTOS



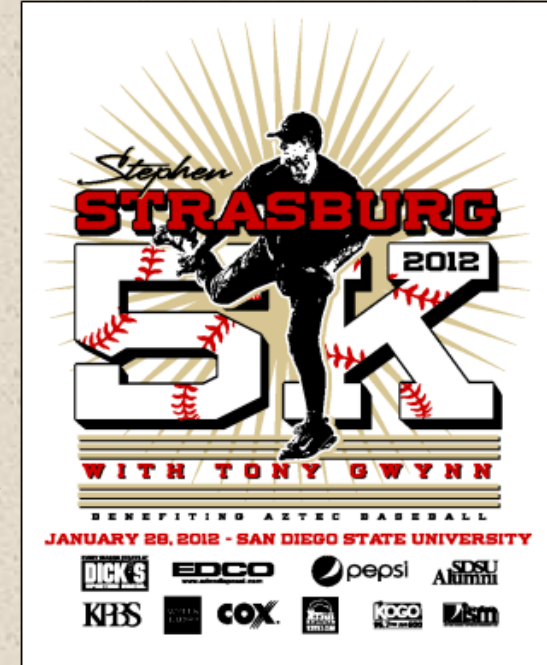
EVENT DAY PHOTOS



PRESENTING SPONSORSHIP



- Recognition as a Strasburg 5K Presenting Sponsor
- Name incorporated into Event name
 - (Strasburg 5k presented by...)
- Logo incorporated into the event logo
- Event logo will be included in all
 - Event advertising – television, radio, print, online
 - Event collateral – rack cards, posters, t-shirts, race bibs
 - Event social media – Facebook home page
 - Event website – prominently displayed throughout website
 - Event media coverage – press releases, etc.



PRESENTING SPONSORSHIP



Advertising

- Television advertisements - sponsor logo to be included in promotional television advertisements airing in advance of event (subject to approval of television partner)
 - Deadline to activate benefit: November 9th
- Print advertisements - sponsor logo to be included in promotional print advertisements running in advance of event
 - Logo/name in Raceplace San Diego Magazine Ad – November/December event ad
 - Deadline to activate benefit: September 24th
 - Logo/name in Raceplace San Diego Magazine Ad – January/February event ad
 - Deadline to activate benefit: October 24th
 - Additional publications to be finalized
- Banner Advertisements
 - Logo in banner advertisements promoting event (websites to be finalized)
- Press Release mentions
 - Mention in event news/press releases

PRESENTING SPONSORSHIP



Printed Materials

- Logo on Event Rack Cards (1st run)
 - Quantity: 15,000
 - Deadline to activate benefit: September 17th
- Logo on Event Rack Cards (2nd run)
 - Quantity: 10,000
 - Deadline to activate benefit: October 15th
- Logo on Event Posters
 - Quantity: 500
 - Deadline to activate benefit: October 15th
- Logo on Event Race Bibs
 - Quantity: Min. 2,500
 - Deadline to activate benefit: December 3rd
- Logo on Event T-Shirts
 - Quantity: Min. 2,500
 - Deadline to activate benefit: November 9th

SATURDAY, JANUARY 28, 2012 - SAN DIEGO STATE UNIVERSITY

FREE
HAND-SIGNED
STRASBURG
& GWYNN
PHOTOS
(FIRST 1,000)

STEPHEN
STRASBURG
5K
WALK & FUN RUN
WITH TONY GWYNN
BENEFITING
AZTEC BASEBALL

YOUR PAID ENTRY INCLUDES:

- 5K Walk/Run through beautiful SDSU campus (see map)
- Hand-signed Stephen Strasburg photo (see map)
- Hand-signed Tony Gwynn photo (see map)
- Commemorative race T-shirt
- SportClips haircut voucher
- 2 tickets to a 2012 Aztecs baseball game*
- Autograph booth - featuring local celebrities**
- Capriotti's Sandwich Shop sandwich voucher
- Live music
- Kids Fun Zone including bounce houses
- Complimentary food court
- And much more...

FOR MORE INFORMATION OR TO REGISTER, VISIT
WWW.STRASBURG5K.COM

SDSU
DICK'S
KBS
INOC
Alumni
Capriotti's
SportClips
COX

PRESENTING SPONSORSHIP



On-Site Exposure

- Exhibitor Tent
 - Area for one (1) 10' x 10' tent (sponsor to provide tent, table, chairs, etc.)
 - Opportunity to display signage in tent
 - Opportunity for lead generation and product sampling/sales
 - Two (2) Exhibitor Badges
- Banners
 - Four (4) banners to be displayed in start/finish line area (banner to be provided by sponsor)
- Start/Finish Line Public Address mentions



PRESENTING SPONSORSHIP



Online Exposure

- Logo included in five (5) e-newsletters
 - Distribution: Minimum 2,000
- Mention on Strasburg 5K Facebook fan page
- Logo on Homepage of www.Strasburg5K.com
- Logo on Partners Page of www.Strasburg5k.com



Hospitality

- Four (4) Invitations to VIP Meet & Greet area at event
 - Includes opportunity to meet and take photo with Strasburg in area
- Eighty (80) event entries (each entry includes event t-shirts and gift packs)
- Opportunity for discount for additional company entries (minimum 25 participants)



PRESENTING SPONSORSHIP



Miscellaneous

- Opportunity to include one (1) mutually agreed upon item/prize in gift packs (sponsor to provide promotional pieces)
 - Each paid participant will receive race gift pack with amenities from sponsors
 - Quantity: Minimum 2,500
- Opportunities to donate item(s) for raffle and/or auction – i.e. gift cards, etc.
 - Raffle will take place during awards ceremony
- Use of the Strasburg 5k Logo
- Exclusive partner in **(insert)** category



Net Package Price \$20,000

WE LOOK FORWARD TO PARTNERING WITH YOU!

