

Walk Run 'n Roll



SPONSORSHIP BENEFITS

This is a review of the sponsorship benefits we have offered in past years. This summary showcases what this event has to offer sponsors. We will keep you up to date as our donations and benefits are confirmed. After the event you will receive a full summary of all benefits.

2010 Honorary Chairs: ALBERT & DEIDRE PUJOLS

Media Partners: 550 AM KTRS & KTVI Fox 2

550 KTRS



EVENT SPONSOR (\$10,000)

Sponsor logo prominently placed in televised public service announcements on Charter Cable

- More than 1,150 commercials aired in March and April on 15 networks with Event Sponsor logo prominently displayed.

Sponsor logo prominently placed in Walk Run 'n Roll Brochure

- 20,000 copies were distributed and mailed to the St. Louis area, including 4000 at Schnucks locations and 1000 at St. Louis City and St. Louis County libraries

Sponsor logo prominently placed in Walk Run 'n Roll Poster

- Sponsor logos were included on 300 posters placed at St. Louis area locations including grocery stores, churches, synagogues, schools, community centers, Etc., 100 of which were displayed at Schnucks locations

Sponsor name mentioned on 550 AM KTRS Public Service Announcements

- 35 Public Service Announcements showcasing the event and highlighted the event sponsor

Plus all of the following listed benefits

Walk Run 'n Roll



To Benefit:



PLATINUM SPONSOR (\$5,000)

Sponsors' logos prominently placed on bus shelter advertising via WALL USA Billboards ~ March/April

- 25 billboards at bus shelters all across St. Louis City and County
- Targeted zip codes: 63017, 63011, 63005, 63141, 63122, and 63101 featured sponsors' logos

Sponsors' logos prominently placed on bus tail advertising via METRO Buses ~ March/April

- 10 Metro buses featured a Walk Run 'n Roll bus tail advertisement with sponsor logos.
- Buses ran routes in St. Louis City and St. Louis County

Plus all of the following listed benefits....

GOLD SPONSOR (\$3,000)

Sponsors' names displayed in stories promoting the event published in agency Newsletters

Sponsors' names included St. Louis Track Club Print Ad

- A full page ad will run in the April issue of the St. Louis Track Club monthly newsletter and will feature your company listed name

Sponsor name mentioned in radio interviews on KTRS 550 AM

- Sponsors were mentioned during a live interview in March/April on The McGraw Show

Plus all of the following listed benefits....

SILVER SPONSOR (\$1,000)

Sponsors' logos displayed along course at the Walk Run 'n Roll at Tower Grove Park

Sponsors' logos printed on the official Walk Run 'n Roll T-shirt

- 500+ T-shirts were distributed to Walk participants

Sponsors' names included in all press releases regarding the Walk Run 'n Roll

- Releases distributed to hundreds of local print, television, radio and other electronic media outlets

Sponsors' logo are featured on Walk page on website at walkrunroll.org

Plus all of the following listed benefits....

BRONZE SPONSOR (\$500)

Main Stage/Pavillion Banner Recognition

- Your company's name will be included on banners hanging above the main stage for the duration of the Walk Run 'n Roll

Live Mention at the Walk Run 'n Roll

- KTRS' McGraw Milhaven, emcee for the Walk Run 'n Roll will mention your company's name as part of the ceremony on event day

Plus all of the following listed benefits....

EVERY STEP COUNTS (\$250)

"Every Step Counts" Recognition

- You will receive an "Every Step Counts" memento following the Walk Run 'n Roll, perfect for display in your office or home to show your support.

Website (part of sponsor list)

- Your or your company's name will be included on Life Skills Walk Run 'n Roll website as part of the sponsor listing

**Please note: The opportunities listed above are samples of past benefits and may be subject to change based on availability and/or scheduling.*



ADDITIONAL PAST EVENT COVERAGE INCLUDED:

KTRS 550AM - additional coverage

- Sponsors' names were mentioned during live interview
- The Walk was promoted extensively during the "5 Weeks to 5K" promotion with station personalities. Features ran two times a week for the five weeks leading up to the Walk Run 'n Roll

City TV 10 - additional coverage

- "City Corner" with Steve Potter ran 21 times between March and April, and mentioned Walk sponsors
- A Walk Run 'n Roll listing ran nightly throughout April on the City TV 10 digital bulletin board

KDNL Channel 30 - additional coverage

- "City Corner" with Steve Potter ran Saturday, April 14, and mentioned Walk sponsors

KSDK Channel 5 - additional coverage

- Sponsors were mentioned during Window on St. Louis Feature on "Today in St. Louis" and during Window on St. Louis Feature on "Show Me St. Louis"

1380 AM ESPN Radio - additional coverage

- Sponsors mentioned during "Hawk on Health" interview with Heather Hawk
- Sponsors mentioned during "Moms on Kids' Sports" interview with Margaret Wright and Matuschka Lindo

CBS Radio: Y98 and 102.5 KEZK - additional coverage

- Sponsors mentioned during "The Metro Show" interview with Radio Personality
- (24) :60 Public Service Announcements ran on 102.5 FM KEZK
- (27) :60 Public Service Announcements ran on Y98 FM

Bonneville Radio: 106.5 The Arch, Movin 101.1, 92.3 WIL and 1430 WIL AM - additional coverage

- (21) :10 PSA's ran on 106.5 The Arch
- (12) :10 PSA's ran on WMVN - Movin 101.1 FM
- (9) :10 PSA's ran on 92.3 WIL FM
- (12) :10 PSA's ran on WIL AM
- Total value for the 35 spots run by Bonneville totals \$12,300

Website Coverage

- Life Skills: www.lifeskills-stl.org
- KTRS (front page link): www.ktrs.com
- 360stlouis.com
- blacktie-stlouis.com
- fleetfeetstl.com
- gethookedonhealth.com
- getsetmo.com
- heatherhawk.com
- kidsrunning.com
- runillinois.org
- runstlouis.com
- runtheplanet.com
- runwalkjog.com
- stlouistrackclub.com
- stltoday.com
- WGNU radio - www.wgnu.com
- witelite.com

St. Louis Post-Dispatch

- Community Sports Calendar mention (no sponsor mention)
- Community Sports Calendar mention on www.stltoday.com (no sponsor mention)

O' Fallon Community News

- Full page Walk story with inclusion of sponsors. This publication is a direct mail piece.

Ladue News

- Feature story about non-profit organizations hosting walking and running events. No sponsor mention.
- Walk Run 'n Roll included as a calendar mention with no sponsors mentioned

