

Optime 5K 2017	TITLE SPONSOR	DIAMOND	EMERALD	IN-KIND	PEARL
	\$8,000	\$4,000	\$2,000	By Approval	By Approval
SOCIAL MEDIA COVERAGE <ul style="list-style-type: none"> Coverage + mention on Optime's Social Sites (Facebook, Twitter, Instagram,- YouTube) 	✓	✓	✓	✓	✓
ON-SITE EVENT PRESENCE & STRATEGIC POSITIONING <ul style="list-style-type: none"> Prominent placement of company table at the event, including 6' table & 2 chairs Opportunity for interactive marketing and place promotional sample distribution of giveaways to 1100+ participants 	✓	✓	✓	✓	
STEP AND REPEAT LOGO BRANDING PRESENCE <ul style="list-style-type: none"> Strong company logo exposure on step and repeat photo backdrop, used at kick off event + Race day Prime advertising for your company brand that will be circulated by over 1000+ attendees 	✓	✓	✓	✓	
RUNNERS PACKET PRIVILEGE (1200 circulation) <ul style="list-style-type: none"> Provide 1200 promotional branded items, samples, coupons will be added to ALL "Runners Packets" Over 1200 attendee visibility 	✓	✓			✓
BRANDING ON PROMOTIONAL MATERIALS <ul style="list-style-type: none"> Logo Visibility on 5K T-shirts (if received prior to printing deadline) Logo visibility & link on Optime 5K website www.Optime5Krun.com 	✓	✓	✓		
VIDEO LOGO BRANDING <ul style="list-style-type: none"> Branding logo as sponsor in the 5K commercial and videos 	✓	✓	✓		
RACE HERO & RECOGNITION <ul style="list-style-type: none"> Recognition as sponsor with logo engraved on crystal award (if received prior to printing deadline)* for presentation at event Honorary speaking role at 5K Awards Ceremony Company Leader serves as honorary 5K front-line starter of race 5 Free registration entries 	✓	✓			
CUSTOMIZED MARKETING & PROMOTION CAMPAIGN <ul style="list-style-type: none"> Personalized design of Optime 5K Sponsorship hotspot for your website Direct Mail customized HTML design for your Company to promote event 	✓	✓			
PUBLICATION & PRESS RECOGNITION <ul style="list-style-type: none"> Press Release coverage on sponsors support for Optime 5K benefiting United Cerebral Palsy Public Acknowledgment of support in publications and any interviews (Local/National Level news, magazine, paper) Opportunity to place promotional material at table, giveaways, samples 	✓	✓			
RADIO SPOT RECOGNITION <ul style="list-style-type: none"> Mention of TITLE SPONSOR Support on IHEARTMEDIA Radio Spot (75, :15second spots, 6 radio stations, Mon-Sun 6-6am) 	✓				
SPECIAL RECOGNITION & NETWORKING <ul style="list-style-type: none"> Recognition on PA System prior to race start Company acknowledged as a Sponsor at the Awards Ceremony High visibility at the 5K Awards Ceremony Opportunity to network with race participants and sponsors Lifelong exposure throughout our Optime 5K Run 	✓				
TITLE SPONSOR LOGO BRANDING <ul style="list-style-type: none"> All signage to read "Optime 5K presented by Name of Title Sponsor" Sponsor logo top and centered on large event banner backdrop Top logo position on event t-shirt Top visibility on Website 	✓				
PLACEMENT MEDAL BRANDING <ul style="list-style-type: none"> Title Sponsor Logo imprinted on ribbon of placement medals (if received prior to printing deadline) 	✓				
TITLE SPONSOR RECOGNITION & PRIVILEGE <ul style="list-style-type: none"> Leader of Title Sponsor participates in opening presentation 5 Free registration entries Giveaway bags with branding of "Optime 5K presented by 'Name of Title Sponsor'" distributed to sponsor participants Company name will be named as the TITLE sponsor to the race logo anytime it is presented. 	✓				
PROMINENT PLACEMENT OF LEVEL SPONSORSHIP <ul style="list-style-type: none"> Prominent placement area will be reserved for each level, for visibility and brand awareness registration entries 	VIP CREST	WINNER CIRCLE	VENDOR VILLAGE	TASTING VILLAGE	RUNNERS SWAG

Sponsorship Packages

At our events our Sponsors receive:

- Sponsor opportunities for high visibility, name recognition, logo exposure, and product sampling (when appropriate)
- Active participants and enthusiastic spectators
- Opportunities for video and print news coverage
- Communication, attention to detail and follow-through

Thank you for your interest in sponsoring the **Optime 5K RUN/WALK!**
Please complete this form and return to 2400 North Commerce Pkwy, Suite 302
Weston FL 33326 or email to ecuadrado@optimeconsulting.com
To email PDF please "save as text" located under the "file" tab.

Contact Name: _____

Business/Sponsor Name _____

Address _____

City, State & Zip _____

Daytime Phone _____

Email _____

Website _____

Have you enclosed your logo? _____

If you have not included your Logo, please send to ecuadrado@optimeconsulting.com
*Logos and artworks must be provided by the sponsors in .eps, .png formats no later than August 15th for inclusion on T-shirts.

Please select the Sponsorship Level Package you would like below

TITLE LEVEL SPONSOR
\$8.000

DIAMOND LEVEL SPONSOR
\$4.000

EMERALD LEVEL SPONSOR
\$4.000

***IN-KIND LEVEL** Donation of item(s)
to aid in event, such as post-race
food, water, products, samples,
vehicle/equipment, etc. please list
it here: _____

*In-Kind sponsorship must sign an In-Kind requirement agreement.

Payment Method: (circle one)

Visa **MC** **Discover** **Check**

Please make checks payable to:
Optime Consulting, Inc.
2400 North Commerce Parkway,
Suite 302, Weston, FL33326

CC# _____

Exp. Date _____

Billing Zip Code _____

For more information, visit our website at: **Optime5krun.com**

You may also contact us at [Ecuadrado@optimeconsulting.com](mailto:ecuadrado@optimeconsulting.com)
or call Emely Cuadrado at 954-217-7085