

Sunday, May 2, 2010 Orange County, California

TITLE SPONSOR – \$250,000

This Title sponsorship level provides a comprehensive marketing and sponsorship program to help your organization meet their goals and objectives. Rights include:

Pre-Race Exposure & Advertising Campaign

Preeminent Branding and Sponsorship Visibility as Title Sponsor
Premier Company branding/logo on all race advertising and promotional collateral:
Premier logo location on OC Marathon website with link to company website
Promoted in the Participant / Spectator Guide (20,000)
Promoted in OC Marathon and ICR email newsletters (60,000+)
Featured in Race Brochure / Flyer (200,000+)
Featured on Race Posters (1,000)
Included on Specialty Magazine Advertising
Included on Newspaper Advertising
Featured on back of Participant / Volunteer Shirts (15,000)
Featured on Race Bib (12,000)
Featured on Race Finisher's Certificate
Opportunity to insert up to two promotional items into runner goodie bags (12,000)
Full page ad in the Participant / Spectator Guide (35,000)
Company name promoted in OC Marathon press releases
Opportunity for personalized marketing / PR campaign
Commemorative sponsor recognition award
Up to 20 x 30 premier company display area at the Health Expo (25,000)
Collaboration on Beach Runners Training Program
Official Recognition at all events leading up to OC Marathon Race Day

Race Day Recognition

Company logo featured on race start and finish line truss banners
Finish line signage — prominent placement of approximately 2000 feet of Snow Fencing and 30 Teardrop Banners in and around the finish line area
Opportunity for company to provide banners for finish line fencing (up to 20)
Company official recognition at the Marathon Start Line
Up to 20 x 30 premier display area at the Race Finish Line Festival (35,000)
Company Official may speak at the Start Line
Public address announcements at the Health Expo and Race Start and Finish (minimum of 20 at Expo and 20 on Race Day)

Company Participation

30 complimentary tickets to VIP reception
30 complimentary tickets to VIP area on race day
30 complimentary race entries to any of the marathon events

Title Sponsor



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PRESENTING SPONSOR – \$125,000

This Presenting sponsorship level provides a comprehensive marketing and sponsorship program to help your organization meet their goals and objectives. Rights include:

Pre-Race Exposure & Advertising Campaign

Preeminent Branding and Sponsorship Visibility as Presenting Sponsor

Premier Company branding/logo on all race advertising and promotional collateral:

- Premier logo location on OC Marathon website with link to company website

- Promoted in the Participant / Spectator Guide (20,000)

- Promoted in OC Marathon and ICR email newsletters (60,000+)

- Featured in Race Brochure / Flyer (200,000+)

- Featured on Race Posters (1,000)

- Included on Specialty Magazine Advertising

- Included on Newspaper Advertising

- Featured on back of Participant / Volunteer Shirts (15,000)

- Featured on Race Bib (12,000)

- Featured on Race Finisher's Certificate

Opportunity to insert up to two promotional items into runner goodie bags (12,000)

Full page ad in the Participant / Spectator Guide (35,000)

Company name promoted in OC Marathon press releases

Opportunity for personalized marketing / PR campaign

Commemorative sponsor recognition award

Up to 20 x 30 premier company display area at the Health Expo (25,000)

Collaboration on Beach Runners Training Program

Official Recognition at all events leading up to OC Marathon Race Day

Race Day Recognition

Company logo featured on race start and finish line truss banners

Finish line signage — prominent placement of approximately 2000 feet of Snow

- Fencing and 30 Teardrop Banners in and around the finish line area

Opportunity for company to provide banners for finish line fencing (up to 15)

Company official recognition at the Marathon Start Line

Up to 20 x 30 premier display area at the Race Finish Line Festival (35,000)

Company Official may speak at the Start Line

Public address announcements at the Health Expo and Race Start and Finish
(minimum of 20 at Expo and 20 on Race Day)

Company Participation

25 complimentary tickets to VIP reception

25 complimentary tickets to VIP area on race day

25 complimentary race entries to any of the marathon events

Presenting Sponsor



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PLATINUM SPONSOR – \$75,000

This Platinum sponsorship level provides a comprehensive marketing and sponsorship program to help your organization meet their goals and objectives. Rights include:

Pre-Race Exposure & Advertising Campaign

Company Branding and Sponsorship Visibility

Company branding/logo on all race advertising and promotional collateral:

- Featured on OC Marathon website with link to company website
- Promoted in the Participant / Spectator Guide (20,000)
- Promoted in OC Marathon and ICR email newsletters (60,000+)
- Featured in Race Brochure / Flyer (200,000+)
- Featured on Race Posters (1,000)
- Included on Specialty Magazine Advertising
- Included on Newspaper Advertising
- Featured on back of Participant / Volunteer Shirts (15,000)
- Featured on Race Finisher's Certificate

Opportunity to insert up to two promotional items into runner goodie bags (12,000)

Full page ad in the Participant / Spectator Guide (35,000)

Company name promoted in OC Marathon press releases

Opportunity for personalized marketing / PR campaign

Commemorative sponsor recognition award

Up to 20 x 30 premier company display area at the Health Expo (25,000)

Race Day Recognition

Company logo featured on race start and finish line truss banners

Opportunity for company to provide banners for finish line fencing (up to 10)

Company official recognition at the Marathon Start Line

Up to 20 x 30 premier display area at the Race Finish Line Festival (35,000)

Public address announcements at the Health Expo and Race Start and Finish

Company Participation

20 complimentary tickets to VIP reception

20 complimentary tickets to VIP area on race day

20 complimentary race entries to any of the marathon events

Platinum Sponsor



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GOLD SPONSOR – \$50,000

This Gold sponsorship level provides a comprehensive sponsorship program to help your organization meet their goals and objectives. Rights include:

Pre-Race Exposure & Advertising Campaign

Company Branding and Sponsorship Visibility

Company branding/logo on all race advertising and promotional collateral:

- Featured on OC Marathon website with link to company website
- Promoted in the Participant / Spectator Guide (20,000)
- Promoted in OC Marathon and ICR email newsletters (60,000+)
- Featured in Race Brochure / Flyer (200,000+)
- Featured on Race Posters (1,000)
- Included on Specialty Magazine Advertising
- Included on Newspaper Advertising
- Featured on back of Participant / Volunteer Shirts (15,000)
- Featured on Race Finisher's Certificate

Opportunity to insert one promotional item into runner goodie bags (12,000)

Half page ad in the Participant / Spectator Guide (35,000)

Company name promoted in OC Marathon press releases

Opportunity for personalized marketing / PR campaign

Commemorative sponsor recognition award

Up to 20 x 20 company display area at the Health Expo (25,000)

Race Day Recognition

Company logo featured on race start and finish line truss banners

Opportunity for company to provide banners for finish line fencing (up to 8)

Up to 20 x 20 display area at the Race Finish Line Festival (35,000)

Public address announcements at the Health Expo and Race Start and Finish

Company Participation

10 complimentary tickets to VIP reception

10 complimentary tickets to VIP area on race day

10 complimentary race entries to any of the marathon events

Gold Sponsor



Sunday, May 2, 2010 Orange County, California

SILVER SPONSOR – \$25,000

This Silver sponsorship level provides a sponsorship program that includes the following rights:

Pre-Race Exposure & Advertising Campaign

Company Branding and Sponsorship Visibility

- Company branding/logo on all race advertising and promotional collateral:
 - Featured on the OC Marathon website with link to company website
 - Promoted in the Participant / Spectator Guide (20,000)
 - Promoted in OC Marathon and ICR email newsletters (60,000+)
 - Featured in Race Brochure / Flyer (200,000+)
 - Featured on Race Posters (1,000)
 - Included on Specialty Magazine Advertising
 - Included on Newspaper Advertising
 - Featured on back of Participant / Volunteer Shirts (15,000)
 - Featured on Race Finisher's Certificate
- Opportunity to insert one promotional item into runner goodie bags (12,000)
- Quarter page ad in the Participant / Spectator Guide (35,000)
- Company name promoted in OC Marathon press releases
- Opportunity for personalized marketing / PR campaign
- Commemorative sponsor recognition award
- Up to 10 x 20 company display area at the Health Expo (25,000)

Race Day Recognition

- Company logo featured on race start and finish line truss banners
- Opportunity for company to provide banners for finish line fencing (up to 6)
- Up to 10 x 20 display area at the Race Finish Line Festival (35,000)
- Public address announcements at the Health Expo and Race Start and Finish

Company Participation

- 8 complimentary tickets to VIP reception
- 8 complimentary tickets to VIP area on race day
- 8 complimentary race entries to any of the marathon events

Silver Sponsor



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BRONZE SPONSOR – \$15,000

The Bronze sponsorship level provides involvement including:

Pre-Race Exposure & Advertising Campaign

Company branding/logo on race advertising and promotional collateral:

- Featured on OC Marathon website with link to company website

- Promoted in the Participant / Spectator Guide (20,000 distribution)

- Featured in Race Brochure / Flyer (200,000+)

Opportunity to insert one promotional item into runner goodie bags (12,000)

Eighth page ad in the Participant / Spectator Guide (35,000)

Company name promoted in OC Marathon press releases

Commemorative sponsor recognition award

Up to 10 x 10 company display area at the Health Expo (25,000)

Race Day Recognition

Company logo featured on race start and finish line truss banners

Opportunity for company to provide banners for finish line fencing (up to 4)

Up to 10 x 10 display area at the Race Finish Line Festival (35,000)

Public address announcements at the Finish

Company Participation

6 complimentary tickets to VIP reception

6 complimentary tickets to VIP area on race day

6 complimentary race entries to any of the marathon events

Bronze Sponsor



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CRYSTAL SPONSOR – \$10,000

The Crystal sponsorship level provides involvement including:

Pre-Race Exposure & Advertising Campaign

Company branding/logo on race advertising and promotional collateral:
Featured on the OC Marathon website with link to company website
Promoted in the Participant / Spectator Guide (35,000)
Featured in Race Brochure / Flyer (200,000+)
Opportunity to insert one promotional item into runner goodie bags (12,000)
Commemorative sponsor recognition award

Race Day Recognition

Company logo featured on race start and finish line truss banners
Opportunity for company to provide banners for finish line fencing (up to 2)
Up to 10 x 10 display area at the Race Finish Line Festival (35,000)
Public address announcements at the Finish

Company Participation

4 complimentary tickets to VIP reception
4 complimentary tickets to VIP area on race day
4 complimentary race entries to any of the marathon events

Crystal Sponsor



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FRIENDS SPONSOR – \$5,000

The Friends sponsorship level provides involvement including:

Pre-Race Exposure & Advertising Campaign

Company branding/logo on race advertising and promotional collateral:

Featured on the OC Marathon website

Promoted in the Participant / Spectator Guide (35,000)

Opportunity to insert one promotional item into runner goodie bags (12,000)

Commemorative sponsor recognition award

Race Day Recognition

Opportunity for company to provide banners for finish line fencing (up to 1)

Public address announcements at the Finish

Company Participation

2 complimentary tickets to VIP reception

2 complimentary tickets to VIP area on race day

2 complimentary race entries to any of the marathon events

Friends Sponsor



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MILE MARKER SPONSOR – \$1,000

The Mile Marker sponsorship level provides involvement including:

Pre-Race Exposure & Advertising Campaign

Company branding/logo on race advertising and promotional collateral:
Featured on the OC Marathon website
Promoted in the Participant / Spectator Guide (35,000)

Race Day Recognition

Your name or company name on one of the 26 mile markers located throughout the course

Company Participation

2 complimentary tickets to VIP reception
1 complimentary ticket to VIP area on race day

Mile Marker Sponsor

