

**Any business with customers can benefit from Event Partnership!**

### Why Running Events?

After more than two decades of consistent increases, U.S. road racing has been valued as a \$1.4 billion industry, (very near the amount of annual NFL ticket revenues), with more than 17.1 million finishers each year. Although they participate for many reasons, runners are predominantly affluent (\$75k+/yr) and college educated (74.7%), then at the end of the day, they all have families, homes and cars, just like the rest of us. Not only has the pendulum swung from a mainly male representation to female (currently 57% F / 43% M), your marketing dollars will reach adult decision makers of all ages:

- 18 - 24            8%
- 25 - 34           25%
- 35 - 44           26%
- 45 - 54           19%
- 55 & Over       12%



\*Sources: 2015 & 2016 State of the Sport- Running USA.

### Why All-Out Multicourse?

Why go All-Out? *Superior events from start to finish line, plain & simple.* We believe our success in this extremely competitive market is due, in part, to the fact that athletes who race with us go home knowing excellence is fundamental to both the planning of our events and to each individual staff member personally. When you partner with All-Out Multicourse, your parallel commitment to integrity, service and support is communicated automatically.

Year-round events have been established in Arvada, Golden, Lakewood and Westminster at venues including Bear Creek Lake Park, NAAC Stadium, the Apex Center, Stenger Soccer Complex and Westminster's City Park, bringing an estimated 5,000 consumers from the Denver Metro Area and beyond into your neighborhood each year.

### Branding & Awareness

From items that go home in the hand of each athlete to race day services that benefit all, there are several ways to get your brand in front of thousands of potential customers, and with events of all sizes, the 'per athlete' nature of your investment to do so can be tailored to fit almost any budget.



- Electrolyte Replacement     \$.25
- Race Bibs                         \$.35
- Medical Support                \$.65
- Awards                            \$.75
- Photography                    \$1.25
- Post-Race Meal                 \$1.50
- Porta-Poos                       \$1.75
- Timing / Results                \$2.00

\* In some cases, commitments are needed as far as 45 days in advance of an event, so please be sure to inquire early!

### Partner Packages

Per-event base packages are reflected below with details on the next page, but we are happy to consider adjustments or creative ideas to suit your specific marketing objectives. **Brand new business or no marketing budget at all? We've got you covered! Each group of 5 volunteers will be considered a \$100 contribution!**

Diamond Partner (D)	*	\$2,500
Platinum Partner (P)	**	\$1,000
Gold Partner (G)	**	\$500
Silver Partner (S)	**	\$250
Bronze Partner (B)	**	\$100
Channel Partner (C)	***	No Charge



\* Full cash contributions will be required to gain Diamond status. Volunteer contribution does not apply.

\*\* Cash, in-kind and volunteer contributions will be considered.

\*\*\* Coupons or flyers must be accompanied by a sample or promo item to gain space in the goodie bags at no charge.

## Partner Benefit

	D	P	G	S	B	C
<b>Exclusivity</b> Official & exclusive representation from within your specific industry.	X					
<b>Brand Marketing</b> 'Presented by' notation included with the event name and logo.	X					
<b>Featured in Bulk Email</b> Endorsed as the Presenting Sponsor in at least one email blast to over 19K athletes.	X					
<b>Featured on Facebook</b> Announced as the Presenting Sponsor in one dedicated post.	X					
<b>Featured on Website</b> Featured at the top of the sponsor page of our website.	X	X				
<b>Featured on Race Shirts</b> Featured in the top section on the back of all race shirts.	X	X				
<b>Featured in Expo</b> Expo space at 10' x 20' plus space to display one inflatable on race day.	X	X				
<b>Featured at the Finish Line</b> Space to display two banners or flags at the finish line or within the finish chute.	X	X				
<b>Highlighted in Bulk Email</b> Included on the sidebar of all email blasts and announced in separate section of one.		X				
<b>Highlighted on Facebook</b> Announced among other partners in one post.		X	X			
<b>Highlighted on Website</b> Positioned near the top of the sponsor page of our website.			X			
<b>Highlighted in Expo</b> Race Day expo space at 10' x 20'.			X			
<b>Highlighted on Race Shirts</b> Positioned in the mid-section on the back of all race shirts.			X	X		
<b>Highlighted at the Finish Line</b> Space to display one banner or flag at the finish line or within the finish chute.			X	X		
<b>Included in Bulk Email</b> Included on the sidebar of all email blasts.			X	X		
<b>Included on Website</b> Included on the sponsor page of our website.				X	X	
<b>Included on Facebook</b> 'Thank you' post on Facebook.				X	X	
<b>Included in Expo</b> Race Day expo space at 10' x 10'.				X	X	
<b>Included on Race Shirts</b> Included on the back of all race shirts.					X	
<b>Goodie Bag Items</b> One coupon, sample or promo item included athlete goodie bags.	X	X	X	X	X	X
<b>Race Day Announcements</b> Announced on race day via PA system.	X	X	X	X	X	X

Written agreements will be prepared as guarantees of performance by both parties. Please be sure to have your high resolution company logo (JPG, PNG, PSD, EPS or PDF) and your URL ready to submit with your signed agreement. Until a fully executed agreement is received, AMP reserves the right to negotiate other arrangements.



## Contact Information

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