



## MILE SPONSORSHIP PROPOSAL

### 2014 Nike Rocket City Marathon

Help the Huntsville Track Club make this year's Rocket City Marathon the best one yet! Join us on the streets of Huntsville on December 13<sup>th</sup>, 2014 from 7:00 am – 1:00 pm. Mile sponsorships provide high visibility, high energy and hands on participation during the Rocket City Marathon. What a great opportunity to promote your Charity or Business in a creative, out-of-the-box fashion! We look forward to partnering with you!



## **Benefits:**

The Charity or Business will be provided an official race mile (entire length of mile) on the 26.2 mile course, plus the following:

- You will be recognized as a Mile Sponsor during the race, in an email blast to runners, in the results book and at the carbo dinner
- You will have the opportunity to provide promotional items, flyers, coupons, etc. for the runner race packets. (#3000 packets—\$250 value)
- You will receive #2 free race entries (\$180 value)
- You will receive #6 volunteer shirts (\$30 value)
- You can display unlimited promotional or encouraging signage throughout the designated mile.

## **Responsibilities:**

The Charity or Business will be responsible for:

- Recruiting “cheerleaders”, loud volunteers, enthusiastic and inspiring supporters to cheer on the runners (i.e. co-workers, friends, family, neighbors)
- Providing balloons/signage/posters as you see fit (i.e. “Be Strong!”, “You Can Do It!”)
- Optional: Providing snacks for runners as you see fit (i.e. oranges, candy, popsicles) \*Liquids will be provided by Fleet Feet\*
- Providing music (i.e. bands, singers, radio stations, drums, boom boxes)
- Cleaning up your designated mile after the race

RCM MILE SPONSORSHIP  
APPLICATION



**\*Deadline – November 15, 2014\***

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Circle Category: CHARITY (\$0) or BUSINESS (\$250) - List Name above

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Point of Contact/Email/Phone

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Address

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City/State/Zip

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1)

2)

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Mile Preference (1-26) \*List 1st & 2nd choice

**\*Businesses:** Make check payable to the **Charity** of your choice in the amount of **\$250**. The check will be mailed by Suzanne Taylor, after receipt, to the designated charity.

\*Email your **LOGO** and website link to the Race Director, Suzanne Taylor:  
[suzanne@fleetfeethuntsville.com](mailto:suzanne@fleetfeethuntsville.com)

Cotton Long-sleeve Shirt Sizes: S \_\_\_ M\_\_\_ L\_\_\_ XL\_\_\_ XXL\_\_\_  
(Please indicate the quantity/sizes needed – #6 total included – Additional shirts can be purchased for \$10 each)

Shirts may be picked up at the EXPO on Friday, 12/12/2014 from 10 am – 9 pm at the Von Braun Center – South Hall.

**Return To:**  
**The Rocket City Marathon**  
**Attn: Suzanne Taylor**  
**2722 Carl T. Jones Drive, Suite 2B**  
**Huntsville, AL 35802**

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*Thank you for your support!*