



# The F5 St. Patrick's Day Dash

## Co-Sponsor Opportunity





## F5 St. Patrick's Day Dash



### Introduction

The F5 St Patrick's Day Dash is looking for significant growth and huge opportunities for our sponsors over the next three years. For the next two years, we will land directly on St. Patrick's Day - - Saturday March 17, 2012 and Sunday March 17, 2013.

Momentum from two straight St Pats Day events will drive us to our 30<sup>th</sup> Anniversary on St. Patrick's Day Eve, March 16, 2014.

Please join us as a sponsor of this spring tradition.  
We're looking forward to seeing you  
on St. Patrick's Day, 2012 and beyond!





## F5 St. Patrick's Day Dash



### To Celebrate Spring, and the Irish in Us All!

Event festivities include start line appearances by dignitaries and parading bagpipers. The Leprechaun Lap lets kids burn off energy with their own Dash at Seattle Center. And, the Post Dash Bash entertains Dashers with live music, a costume contest, sponsor booths, awards ceremony and a beer garden.

The **Detlef Schrempf Foundation** is the official non-profit partner of the St. Patrick's Day Dash. Through them, we look forward to raising funds and increasing awareness for Northwest children's charities.

The 2012 F5 St. Patrick's Day Dash invites **Your Company** to participate in our event. With over 2 million impressions, \$100,000 market value, plus the benefits of a strong radio package with the Clear Channel family of stations, the F5 St. Patrick's Day Dash offers sponsors a tremendous opportunity. The following benefits and promotions accompany your investment into this Seattle family tradition and rite of Spring.





# F5 St. Patrick's Day Dash



## Non-Profit Partner

Your Company will be associated with the St. Patrick's Day Dash's efforts to help the **Detlef Schrempf Foundation** support children's charities around Puget Sound. The Detlef Schrempf Foundation is a 501 c 3 non-profit organization that, through special event fundraising, supports Northwest children's charities.

## 2012 Charity Partners

In 2011, we donated funds raised to two charities, **Camp Fire USA Central Puget Sound Council** and **Seattle Children's Autism Center**. This year we are looking to add **Rise n' Shine** and **The Healing Center**.

Your help with employee giving campaigns, matching fund offers, team-building, fundraising competitions all play a huge role in our ability to provide the foundation with needed donations.





## F5 St. Patrick's Day Dash



Funds for **Camp Fire USA Central Puget Sound Council** will go to support the Camp Fire mission of building caring, confident youth and future leaders. Founded in 1910, Camp Fire offers co-ed group programs as well as traditional camping activities and day camps. The organization seeks to provide a positive environment for all children to grow and thrive.

Autism spectrum disorders affect 1 in 91 children in the U.S. In some school districts of the Puget Sound region, autism rates are estimated as high as 1 in 50. **Seattle Children's Autism Center** offers diagnostic evaluations, comprehensive treatment services and family support . Because more than 1,000 families are currently on the waiting list for services, the Autism Center is raising funds to expand its space and capacity to serve more families.

Since 1988, **Rise n' Shine** has been serving Puget Sound area children and teens affected, infected or orphaned by HIV/AIDS. They are supported emotionally through the challenges of living in the shadow of an alienating and isolating disease with support groups, mentors, summer camp, holiday gifts, and life enrichment activities.



Young parents are not supposed to die, yet 1 in 20 children will have a parent die before they turn eighteen. **The Healing Center** provides these children with a safe, supportive, confidential, and nurturing environment to move through their grief for as long as they need. Through individual therapy, family therapy, and age specific group support, children report they love knowing and meeting with others who have shared their loss experience.





## F5 St. Patrick's Day Dash



### Radio Promotion

75 recorded spots + 25 live mentions

Clear Channel, the official radio partner of the Dash, will be running Dash promos over all affiliated stations---KJR 950AM Sports Radio; Oldies 95.7FM; KISS-FM; KUBE 93FM; Q-COUNTRY 102.9; Gen-X 104.9FM AND KHHO SPORTS RADIO 850  
Promotional schedule includes pre-recorded spots, live mentions as well as a unique (additional) schedule for specific Promotional Events such as Training Runs, Registration Parties and Packet Pickup.

### Social Media and Web Exposure

#### Website

Logo and links from [stpatdash.com](http://stpatdash.com) to your website  
(250,000 visitors in 2011)

#### E-news

Co-sponsor will be included via logo, name and/or promotional message in the following:

Three (3) e-mail newsletters will be sent to St. Patrick's Day Dash database (28,000)

One (1) e-mail newsletters from Clear Channel (25,000)

One (1) e-mail newsletters from the Detlef Schrempf Foundation (3,000)

#### Facebook

Co-Sponsors will be acknowledged in Facebook posts  
(2,000 fans and growing)





## F5 St. Patrick's Day Dash



### Pre-Dash Registration Parties

Opportunity to provide (2500) promotional products for distribution at Registration Parties.

### Retail Opportunities

The St. Patrick's Day Dash will grant use of the 2012 St. Patrick's Day Dash logo and marks for presenting sponsor's use in advertising, retail displays, coupons with retail partners.

The St Patrick's Day Dash will facilitate communication between sponsors and prospective retail partners, to help leverage opportunities that are mutually beneficial.

Retail partners will be requested to contribute to Dash promotions, sampling and opportunities to provide goods and services in support of Post Dash festivities and/or pre-Dash promotions.

### Complimentary Entries

Co-sponsors will receive eight (8) complimentary entries and T-shirts to use in promotions, for staff, or client-development.





## F5 St. Patrick's Day Dash



### Dash Day

Sponsor Booth – There is no more valuable marketing opportunity than putting your product in the hands of potential consumers. Join the fun, get creative and distribute your product samples, promotional products and company literature to 15,000 Dash Participants at the Post Dash Bash.

***Additional costs associated with power requirements and additional rentals (tents, power) may be negotiated with Dash management.***

Co sponsors receive space for your branded 10x10 tent, 2 tables, Co-sponsors may hang up to two sponsor provided banners around your booth space

Banners – Two (2) Sponsor-provided banners will be setup and displayed by Dash staff at the finish line. Banners can be a maximum 10ft long. Rollo-banner is calculated off of 3 images.

***Signs must be provided by sponsors to the Dash by March 7, 2011. Fees may be assessed for any overhead signs placed by venue labor at Seattle Center.***

Announcements - Public address announcements at Start, Finish and Post Dash recognize our sponsors (rotating based on sponsor level).





## F5 St. Patrick's Day Dash



### Renewal

**Your Company** will have first right of refusal on the 2013 St. Patrick's Day Dash.  
Interest to be confirmed by July 31, 2012.

### Co -Sponsor Commitment

#### **Financial Investment - \$5,000**

Term of agreement is one year from date of signature to July 30, 2012. Your company agrees to pay \$5,000 upon being invoiced.

#### **In-Kind and Marketing Support**

Marketing and Promotions - 2500 (est) branded merchandise items for giveaways, prizes, registration incentives and promotions.

4 (minimum) Facebook Posts or Newsletter announcements.

**Agreed and signed by:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Nicole Morrison, Executive Director, Detlef Schrempf Foundation

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206-464-0826, [nicolem@detlef.com](mailto:nicolem@detlef.com),

**Agreed and signed by:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Co-sponsor Representative



## F5 St. Patrick's Day Dash



**Thank You!**



**Event Contact:**

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