

## EVENT PROMOTION

*The success of the Shamrock Run and Walk has made the event a unique marketing opportunity for local businesses.*

*\*15,000 Placemats distributed and used by area eateries*

*\*Race Brochures, printed with Sponsorship Logos, are distributed city-wide and beyond*

*\*5,000 Save the Date Post Cards are distributed*

*\*Internet Site exposure*

*\*Newspaper Interest Stories  
Approximately 5 per year (Hartford Courant, Bristol Press and Observer)*

*\*Event Posters distributed throughout the City*

*\*Souvenir Magazine distribution on Race Day. Copies will be available at local retail outlets. Save yours as a collectors item!*

Visit our Website:

[www.ctshamrockrun.com](http://www.ctshamrockrun.com)



PLEASE CHOOSE YOUR PLEDGE LEVEL:

- \_\_\_\_\_ BLARNEY CASTLE
- \_\_\_\_\_ LEPRECHAUN
- \_\_\_\_\_ SHAMROCK
- \_\_\_\_\_ POT 'O' GOLD LEVEL 1
- \_\_\_\_\_ POT 'O' GOLD LEVEL 2
- \_\_\_\_\_ POT 'O' GOLD LEVEL 3

NAME OF YOUR ORGANIZATION \_\_\_\_\_

Contact Person \_\_\_\_\_

Telephone \_\_\_\_\_

Amount Enclosed: \$ \_\_\_\_\_

**Please attach your ad.** Prices shown are for camera-ready color ads in the Souvenir Magazine. For assistance with the creation of your ad (at no charge), or any other advertising questions, please contact Margaret Vitrano at:  
**(860) 584-2800 Ext. 106 or  
mvitrano55@yahoo.com**

Please make check payable to:  
Shamrock Road Race Committee



*Shamrock*

*Run & Walk*

**MARKETING AND  
SPONSORSHIP  
OPPORTUNITIES**

**Patrick Collins, Race Director  
58 Shrub Road  
Bristol, CT 06010  
Telephone: 860-585-8649**

Please return this form to:

**Margaret Vitrano  
c/o Vitrano, Preleski & Wynne  
135 West Street  
Bristol, CT 06010**

## Marketing and Sponsorship Opportunities



Our sponsorship program will again be producing our seventh **SOUVENIR MAGAZINE, Frontrunner**, full of Run and Walk news, facts,

information, photos and sponsor advertisements. The publication is a 20 page (or larger) 8-1/2 x 11 professional, high-quality, magazine-style Souvenir Program, printed in full color cover on glossy magazine stock. Copies will be printed and distributed on Race Day, as well as being distributed locally throughout the community.

Plan now to reserve an important place in the 2015 Shamrock Run and Walk Souvenir Magazine. Simply choose the Level at which you wish to participate, and return the order sheet.

**THANK YOU!**

### BLARNEY CASTLE LEVEL TITLE SPONSORS

- Sponsor Logo on 15,000 placemats for restaurants
- Full Page Ad in Souvenir Magazine *Premier Location*
- Sponsor Logo on Commemorative Pint Glass
- Sponsor Logo on T-Shirt
- Sponsor Logo on all Marketing Materials
- Reserved Booth Space at Expo
- Awards Ceremony Recognition
- Complimentary Registration and Pasta Dinner Tickets

*\$2,000.00*

### LEPRECHAUN LEVEL

- Sponsor Logo on 15,000 placemats for restaurants
- Full Page Ad in Souvenir Magazine
- Recognized as Co-Sponsor of Post Race Party
- Sponsor Logo on T-Shirt
- Sponsor Logo on all Marketing Materials
- Reserved Booth Space at Expo
- Awards Ceremony Recognition
- Complimentary Registrations and Pasta Dinner Tickets

*\$1,250.00*

### SHAMROCK LEVEL

- Sponsor Logo on 15,000 placemats for restaurants
- 3/4 Page Ad in Souvenir Magazine
- Sponsor Logo on T-Shirt
- Sponsor Logo on all Marketing Materials
- Reserved Booth Space at Expo
- Awards Ceremony Recognition
- Complimentary Registrations and Pasta Dinner Tickets

*\$750.00*

### POT 'O' GOLD FRIENDS

#### LEVEL I

- 1/2 Page Ad in Souvenir Magazine
- Sponsor Name on Registration Materials
- Awards Ceremony Recognition
- Complimentary Registrations and Pasta Dinner Tickets
- Distribution of your promotional materials in our event bag

*\$500.00*

#### LEVEL II

- 1/4 Page Ad in Souvenir Magazine
- Sponsor Name on Registration Materials
- Awards Ceremony Recognition
- Complimentary Registrations and Pasta Dinner Tickets
- Distribution of your promotional materials in our event bag

*\$350.00*

#### LEVEL III

- 1/6 Page Ad in Souvenir Magazine
- Sponsor Name on Registration Materials
- Awards Ceremony Recognition
- Complimentary Registrations and Pasta Dinner Tickets
- Distribution of your promotional materials in our event bag

*\$125.00*