

EVENT PROMOTION

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

**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



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 black and white 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 fifth **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 2012 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

- 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
- Complementary Registration and Pasta Dinner Tickets

\$2,000.00

LEPRECHAUN LEVEL

- 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
- Complementary Registrations and Pasta Dinner Tickets

\$1,250.00

SHAMROCK LEVEL

- 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
- Complementary 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
- Complementary 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
- Complementary 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
- Complementary Registrations and Pasta Dinner Tickets
- Distribution of your promotional materials in our event bag

\$125.00