



THE RUNNING EVENT® SPONSORSHIP OPPORTUNITIES 2019



SEE & BE SEEN

ATTENDEE BAG INSERT \$750

Get your product or promotional flyer into the hands of every attendee. You provide the product and we'll take care of the rest.

Sponsorship includes:

- 1 sample/promotional piece per bag for up to 900

LANYARDS \$7,500 EXCLUSIVE

One of the most visible marketing opportunities at The Running Event! Sponsoring the lanyards means your company name and logo is worn by every attendee at the event.

Sponsorship includes:

- Up to 3,000 lanyards to be produced by sponsor

MOBILE APP PRESENTING SPONSOR \$4,500 EXCLUSIVE

Sponsorship includes:

- "Mobile App Presented by:" with company logo in prominent area of Splash Screen
- Banner Ad rotating at top of app screen (for 9 seconds at a time)
- 2 Push Notifications to be deployed at time and date of sponsor's choosing

MOBILE APP SUPPORTING SPONSOR \$2,000

Sponsorship includes:

- "Supporting Sponsor:" with company logo on Splash Screen
- Banner Ad rotating at top of app screen (for 6 seconds at a time)
- 1 Push Notification to be deployed at time and date of sponsor's choosing

MOBILE APP PUSH NOTIFICATION \$500

Limited to 9 (3 per day of event)

Do you have an important announcement that you'd like to let attendees know about? Get the word out in real-time via a Push Notification from the official TRE Mobile App.

Sponsorship includes:

- 1 Push Notification to be deployed at time and date of sponsor's choosing

SPONSORED EMAIL \$3,500

up to 4 available pre-event; content to be approved by event management

Reach the only official TRE attendee list via a sponsored email to get them excited to visit your booth.

Sponsorship includes:

- 1 sponsored email for up to 60 days ahead of the event to be sent by Event management
- Post-send open & click-through rates

QUESTIONS?! NEED A CONTRACT?!

Contact your Sales
Representative today!

Christina Henderson
chenderson@divcom.com
(214) 263-4706

Daemon Filson
dfilson@divcom.com
(541) 292-1450

Mark Sullivan
msullivan@divcom.com
(646) 319-7878

Troy Leonard
tleonard@divcom.com
(352) 624-1561

Glenn Dulberg
gdulberg@divcom.com
207-842-5694

therunningevent.com

Produced by **diversified**
COMMUNICATIONS

Official Media Partner: **RUNNING INSIGHT**



**QUESTIONS?!
 NEED A CONTRACT?!**

Contact your Sales Representative today!

Christina Henderson
 chenderson@divcom.com
 (214) 263-4706

Daemon Filson
 dfilson@divcom.com
 (541) 292-1450

Mark Sullivan
 msullivan@divcom.com
 (646) 319-7878

Troy Leonard
 tleonard@divcom.com
 (352) 624-1561

Glenn Dulberg
 gdulberg@divcom.com
 207-842-5694

therunningevent.com

Produced by **diversified**
COMMUNICATIONS

Official Media Partner: **RUNNING INSIGHT**

SPONSORSHIP OPPORTUNITIES 2019

BE PART OF THE EXPERIENCE

CONFERENCE ALLEY \$2,000

up to 12 available

Get a head start on capturing the attendees' attention with a table-top display as they make their way to and from conference sessions

Sponsorship includes:

- 1, 6' table
- 2 chairs
- Face-time with attendees before the trade show floor opens

INDIE 5K TITLE SPONSOR \$5,000

Opportunity to meet with meet retailers off the trade show floor and seed product in a running setting. The expo will be set up for runners to visit sponsors before and after the race.

Sponsorship includes:

- Top-level logo placement in all Indie 5K branding and promotions
- Category exclusivity at the Title Sponsor level
- Logo placement on all Indie 5K promotional materials including the race bibs, which are given to all registered runners
- Prime tent placement near the finish line on race day
- 10x10 tent and 6' table at the pre/post expo

INDIE 5K PRESENTING SPONSOR \$2,500

Sponsorship includes:

- Logo placement on all pre-show Indie 5K promotional materials
- 10x10 tent and 6' table at the pre/post expo

MEETING ROOM \$3,000

AV and catering not included

Reserve a space on the third level of the Austin Convention Center to host retailer meetings away from the hustle and bustle of the trade show floor.

Sponsorship includes:

- Meeting Room size of your choosing (first-come, first-served)
- Standard 6' tables and chairs set up in configuration of your choosing
- Exclusive access to reserved space from Monday-Thursday of event

ROOM DROPS \$1,000 + \$35/room

Hand-pick specific retailers to receive your product upon arriving in Austin. You send the product and we will place it in the recipient hotel room when they check in.

Sponsorship includes:

- 1 item per room for up to 50 rooms

SPEED NETWORKING \$1,500

up to 24 available

Opportunity to meet with retailers before the trade show opens and invite them to visit your booth. This year, we will offer Speed Networking as a session in our "Buyer" conference track, so you know you will be getting the full attention of key buyers in a highly visible location without the distraction of lunch.

Sponsorship includes:

- 5 minutes of dedicated face-time with up to 12 groups of key buyers to present your product ahead of the trade show floor opening
- One dedicated round table
- Logo recognition on all Speed Networking signage and pre-show marketing materials



**QUESTIONS?!
 NEED A CONTRACT?!**

Contact your Sales Representative today!

Christina Henderson
 chenderson@divcom.com
 (214) 263-4706

Daemon Filson
 dfilson@divcom.com
 (541) 292-1450

Mark Sullivan
 msullivan@divcom.com
 (646) 319-7878

Troy Leonard
 tleonard@divcom.com
 (352) 624-1561

Glenn Dulberg
 gdulberg@divcom.com
 207-842-5694

therunningevent.com

Produced by **diversified**
 COMMUNICATIONS

Official Media Partner: **RUNNING INSIGHT**

SPONSORSHIP OPPORTUNITIES 2019

ACTION ON THE TRADE SHOW FLOOR

COCKTAIL STATION \$3,000

Be one of the vendors to host Happy Hour on the trade show floor on Wednesday from 4pm-6pm. This is an all-inclusive sponsorship. You choose your beverage and we provide the complete set up and bartender.

Sponsorship includes:

- Your choice of drink to be served for 150 people.
- 1 food pairing

FOOD COURT \$7,500

up to 4 available

Be recognized as one of the sponsors responsible for the lowest percentage of hungry attendees, to date.

Sponsorship includes:

- Company name and logo on Food Court voucher (\$15/voucher)
- Company name and logo on table tents within Food Court area
- Ability to bring pull-up banners or similar (no rigging required) signage to Food Court area

NEW PRODUCT SHOWCASE \$750

NEW TO TRE THIS YEAR! Get your new product featured in our New Product Showcase and attendees will vote on which is their favorite new and innovative product! The winner will be announced at the Industry Awards Dinner and will get \$1,000 donated to the charity of your choice.

Sponsorship includes:

- 150 x 150 image of your product on The Running Event website and mobile app with a 60-word description and link (posted pre-event and for 9 months post-event)
- 150-word feature in Pre-Show Running Insight issue
- Product prominently displayed in dedicated area of trade show floor

SOCK BAR \$1,500

Includes 3 SKUs

Double the exposure for your sock brand by adding yet another place for them to be displayed on the trade show floor.

Sponsorship includes:

- Dedicated space for 3 SKUs on the wall behind the Sock Bar. One SKU will be highlighted on a foot form.
- Staffed Sock Bar with iPads to survey attendees
- Company name and logo on all Sock Bar branding and promotions
- Sponsor will receive survey results after The Running Event

TRAILHEAD PRESENTING SPONSOR \$2,500

up to 10 available

Sponsorship includes:

- Top-level logo placement in all Trailhead branding and promotions
- Dedicated Meter Panel (sign) in Trailhead area
- 10-15 minute dedicated sponsor presentation
- Product placement in new product showcase in Trailhead area
- Logo recognition in all online and printed materials including the Event Planner, Running Insight Pre-Show Issue and Running Insight Double Year-End Issue
- Stage will have PA/AV capabilities - including large flat screen monitor(s) for film previews, product development presentations, etc.
- ATRA will be onsite to manage the stage, participate as presenters, provide content introductions, make sure logistics/timing go as planned, etc.

TRAILHEAD SUPPORTING SPONSOR \$1,500

Sponsorship includes:

- Second-level logo placement in all Trailhead branding and promotions
- Product placement in new product showcase in Trailhead area
- Logo recognition in all online and printed materials including the printed Event Planner, Running Insight Pre-Show issue and Running Insight Double Year-End issue



**QUESTIONS?!
NEED A CONTRACT?!**

**Contact your Sales
Representative today!**

Christina Henderson
chenderson@divcom.com
(214) 263-4706

Daemon Filson
dfilson@divcom.com
(541) 292-1450

Mark Sullivan
msullivan@divcom.com
(646) 319-7878

Troy Leonard
tleonard@divcom.com
(352) 624-1561

Glenn Dulberg
gdulberg@divcom.com
207-842-5694

therunningevent.com

Produced by **diversified**
COMMUNICATIONS

Official Media Partner: **RUNNING INSIGHT**

SPONSORSHIP OPPORTUNITIES 2019

ON-SITE ACTIVATIONS

CARPET STICKERS

Do you want to lead people on the right path to your booth? Ask us about how you can sponsor carpet stickers that send attendees directly to you.

Please contact your Sales Representative for more details.

HANGING BANNER

Please contact your Sales Representative for more details.

METER PANEL (SIGN)

\$1,000

You submit the design for the sign and we produce. Signs will be placed in the registration area and in the hallway leading toward the entrance of the Trade Show.

WINDOW CLINGS

Please contact your Sales Representative for more details.

ADVERTISING OPPORTUNITIES

PRINTED EVENT PLANNER 2-PAGE SPREAD AD

\$3,000

PRINTED EVENT PLANNER BACK COVER FULL PAGE AD

\$2,500

PRINTED EVENT PLANNER FULL PAGE AD

\$1,500

PRINTED EVENT PLANNER ½ PAGE AD

\$1,000

TRIPLE PLAY \$3,000

Full Page Ads in all three printed materials – Event Planner, RI Pre-Show Issue, RI Post-Show Issue