



2011 SPONSOR PACKET



2011 Supporting & Presenting Sponsors:



One Donation - Countless Benefits!



Great Reasons to Support Outer Banks Sporting Events!

Your donation is 100% tax deductible as allowed by law

Fantastic national, regional and local marketing exposure and recognition for your company, business and/or organization.

- Press releases, ads, banners, posters, photo ops, sponsor signage and more.
- Direct web link from www.obxse.org website including sponsor recognition seen by thousands of interested participants and sponsors.
- Sponsor information/logo/ads in the OBSE Official Race Program and locals information newspaper ads for one full calendar year (April, September, and November).

Sponsor one or all major events for special package rates

- Flying Pirate Half Marathon, presented by Wachovia Bank, a Wells Fargo Company; and the First Flight 5K
- Outer Banks Sporting Events Fall Triathlon, presented by OBX Bank
- Outer Banks Marathon, Outer Banks Half Marathon, presented by Gateway Bank; Outer Banks 8K; Outer Banks Fun Run & Buccaneer 5K, presented by Kelly Hospitality Group

Marketing exposure now; choose to pay later.

- 100% tax deductible as allowed by law
- Pay now or in installments throughout the season

Support the local economy during the shoulder seasons.

- Events bring millions of dollars to our county in the off-season. Over the past 5 years the marathon has generated over \$14 million in economic impact.
- 96% of marathon participants come from outside Dare County.
- An estimated 12,000 athletes bring 25,000+ friends and family members staying an average of 2-3 nights.

Provide runner support and have a tremendous team-building experience for your organization or company.

- Have fun while encouraging team work by sponsoring a hydration station/mile marker with your business/organization's colleagues.
- Encourage a non-profit, school group, church, etc. of your choice to help work your/a hydration station or mile marker and extend that sense of support. Consider making a modest donation to that chosen organization.

Gateway Bank
2006-2011
Presenting Sponsor
Outer Banks
Half Marathon



More Great Reasons...



Well-planned Championship events that encourage national and international participation.

- 17 countries and all 50 states have been represented over the past 5 years.
- The Outer Banks Marathon is the 2011 USATF North Carolina Association and the 2011 RRCA North Carolina Marathon Championship.
- The Outer Banks Marathon is a qualifying course for the Boston Marathon.

Community-oriented events bring the entire Outer Banks together.

- Thousands of volunteers, from school groups to retirees, state, town and county public safety officers and officials, medical professionals, governmental departments and agencies, local businesses, churches and civic organizations donate their time and energy to the success of these events.
- Events are planned to engage all age groups and levels of participation.

Promote the entire Outer Banks year round by extending our extraordinary hospitality.

- Runners have continually praised the broad community support.
- A fun and festive atmosphere is encouraged at all venues and events.

100% of proceeds benefit two local non-profit charities with all the money staying in Dare County.

- The Outer Banks Relief Foundation assists local citizens suffering from debilitating diseases such as cancer, families suffering from loss due to fire, the death of a spouse and families in crisis. For more information, please visit OBRF at www.outerbanksrelieffoundation.com.
- The Dare Education Foundation promotes excellence in education in Dare County Schools. Proceeds support the AVID program targeting those students not normally considered college ready in all Dare County secondary schools, provide grants for creative classroom projects and promote 21st Century Skills among students. For more information, visit www.dareeducationfoundation.org.
- In the last five years, the Outer Banks Sporting Events has raised over \$911,000 to reinvest in our community.



Kelly Hospitality
Group
2006-2011
Presenting Sponsor
Outer Banks Fun Run

Sponsorships



Mile Marker Sponsor

\$2,000— Mile Marker Series Sponsor for all three OBSE events ~or~

\$1,000—Flying Pirate Half Marathon MM 1-13 ~or~

\$1,000—Outer Banks Marathon MM 1-26

Sponsorship Includes

- A wonderful team building opportunity for your company as you stage entertainment at your mile-marker and cheer runners on – your company advertising encouraged!
- High visibility for your organization.
- Includes a 10 x 10 tent for your use.
- 2x6 Custom banner with your logo as a proud sponsor of the event.
- Logo on race website with a link to your website.
- Logo in the Official Race/ Events Program.
- 25% discount on ad rates in the official Outer Banks Sporting Events Race Program
- Opportunity to put your promotional materials at a designated area for distribution at all of OBSE Expos.
- News release in local newspapers as a 2011 Mile Marker sponsor with photo and caption.
- Company logo on event sponsor signage.
- 2 tickets to the annual VIP party, and Finish line reception area for sponsors, at the Outer Banks Marathon.
- 4 complimentary event t-shirts (2 t-shirts for \$1000 sponsors).
- Event Sponsor window decal.
- Sponsorship includes perks listed on the next page under Accommodation Sponsor (if your business is a hotel, motel, inn or property management) or Vendor Sponsor (all other businesses).

Sponsorship Responsibilities

- Provide encouragement, entertainment and hydration/ aid for designated stations to participants.
- Dress up in your organization's attire or select a fun, theme and attire.
- Decorate the area, clean up continually, and leave the area clean after breakdown.
- Attend a required course aid station training session. Tables, water, Gatorade, energy gel and cups will be provided for course aid stations.

Contests: "Spirit of the Marathon" & "Best Pirate Theme"

- Winners receive a special "bragging rights" banner to display at their business, along with a photo op and press release.
- The 2010 "Spirit of the Marathon" winner awarded to the North Carolina Aquarium at MM 24.
- The 2010 "Best Pirate Theme" winner awarded to Jolly Roger/Carolina Seafood at MM 9.

To become a sponsor, fill out the attached sponsorship form and send to sales@obxse.org or fax to 252-261-6296.



Series Sponsorships



2011 Series Sponsorship for the Flying Pirate, Outer Banks Triathlon and Outer Banks Marathon

Accommodations Sponsor: \$750 / \$350

- Includes Hotel, Motel, Inn and Property Management companies
- Picture, website link, rates, location and description of your business under the Accommodations section on www.obxse.org which promotes all events
- Formatted ad in the "Where to Stay, Play, Dine & Shop" section of the race official events program
- Included in up to three of our 2011 email campaigns to registered runners promoting "Where to Stay, Play, Dine & Shop"
- Opportunity to put your promotional materials at a designated area for distribution at all OBSE Expos
- Recognition in local newspaper press releases
- One complimentary event t-shirt
- Outer Banks Sporting Events Sponsor decal
- **\$350** sponsorship includes name and web link under the Accommodations section on race website, opportunity to place promotional material at the all OBSE Expo's, one complimentary event t-shirt and an OBSE sponsor decal

Vendor Sponsor: \$500 (Restaurant/Recreation/Retail)

- Logo and web link to your website from www.obxse.org
- Formatted ad in the "Where to Stay, Play, Dine & Shop" section of the race program
- Included in up to three of our 2010 email campaigns to registered runners promoting "Where to Stay, Play, Dine & Shop"
- Opportunity to put promotional materials at a designated area for distribution at all OBSE Expos
- Recognition in local newspaper press releases
- One complimentary event t-shirt
- Outer Sporting Events Sponsor decal

Race Fan Sponsor: \$100—\$499

- Listed on www.obxse.org as Race Fan Sponsor
- Listed in the OBSE official Events Race Program
- One complimentary Race Program
- One complimentary event t-shirt
- Outer Banks Sporting Events decal

To become a sponsor, fill out the attached sponsorship form and send to sales@obxse.org or fax to 252-261-6296.

Jolly Roger
Carolina Seafood

2010
Mile Marker Winner



The Outer Banks Marathon Race EXPO is free and open to the public (2011 location TBD). Race participants must attend to pick up their race number and timing chip. In addition, the EXPO feature athletic apparel, running gear, official race souvenirs as well as many other local and national vendors.

EXPO Stats

Outer Banks Marathon Race EXPO—estimated 18,000 attendees

Dates and Hours

OUTER BANKS MARATHON EXPO

- Friday, November 12th: 1:00 PM-7:00 PM
- Saturday, November 13th: 9:00 AM-6:00 PM

SET UP

- Thursday, November 11th: 5:00 PM-8:00 PM
- Friday, November 12th: 9:00 AM-12:00 PM

MOVE OUT

- Saturday, November 13th: 6:00 PM-9:00 PM
- **NOTE: Exhibits must remain intact and be manned for the duration of the EXPO**

Booth Rates

Booths are 10' deep x 8' wide. Price includes 6' draped table, two chairs, 7"x 44" company sign, and an 8' backdrop with 3' side drapes.

Outer Banks Marathon

- 1 Booth - \$625; Additional Booths - see Sponsorship Form; Electricity - \$25 (optional)

For more information or to reserve booth space, please email Robyn Keenan at info@obxse.org.



NC Aquarium
2010 Mile Marker Winner

Race Program



OBSE Official Race Program

This is your opportunity to reach thousands of new visitors to the Outer Banks and get a great boost for your business!

- Provided for race participants and their friends and family at the Outer Banks Marathon Race Expo
- Inserted in over 7,000 race bags
- Balance distributed locally and at area welcome centers

Ad Rates & Specs

- 1/8 Page - \$125 3.625 x 2.125
- 1/4 Page - \$200 3.625 x 4.5
- 1/2 Page - \$325 3.625" x 7.25 or 7.5 x 4.5
- Full Page - \$575 7.5 x 9.25 (live), 8.5 x 10.25 (trim), 9 x 10.75 (bleed)
- Back Cover - \$1100
- Inside Back Cover - \$650

NOTE: Full page ads, please add 1/4" bleeds all sides and keep text and important images 1/4" from trim.

Ad Production:

Please provide all ads as PDF files. PDF's should have all fonts and images embedded. Before you convert your ad to a PDF, please check to make sure the images are CMYK and are at least 300 dpi.

Ad Placement

Ads can be emailed to info@obxse.org We can provide upload instructions to an FTP site, if necessary.

Ad Proof

Please include in your email a request for a proof and an email address to which the proof should be sent.

Ad Deadline

All ads must be received by **September 15, 2011.**

To reserve a race program ad, please use the attached form and email it to info@obxse.org or fax to 252-261-6296.



APRIL 9-10



NOVEMBER 12-13



SEPTEMBER 10-11