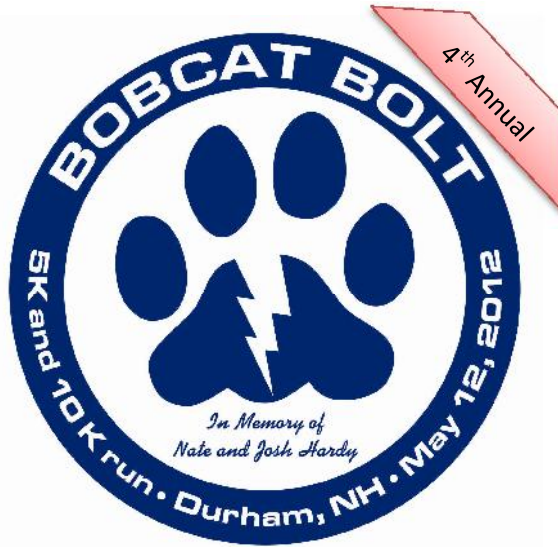


2012 BOBCAT BOLT SPONSORSHIP INFORMATION



MAY 12, 2012

Followed by the





VISION

The Bobcat Bolt is an annual gathering of seacoast runners, students, and Oyster River school district community members and alumni. The Bobcat Bolt is an annual day of athletics that encourages community members to reconnect, remember Nate and Josh Hardy and contribute to the future of local youth. The event is followed by the Oyster River Festival, which brings the whole community together with music, arts & craft vendors, and activities for kids.

A donation will be made from any proceeds from the 2012 Bobcat Bolt to:

- **The Josh Hardy Scholarship** - awarded each year to a graduating senior at ORHS who has found the art program to be a unique place for growth and development
- **The Nate Hardy Award** - given annually to each of two varsity ORHS athletes (one female, one male) who best exemplifies what Nate stood for on and off the playing field: physical and mental toughness, leadership, and determination.
- **The Oyster River Teen Initiative** - created with the vision of expanding resources and support for teens in the OR community through a variety of programs, initiatives and activities. In addition to working towards a long-range vision of a community teen center, the OR Teen Initiative is also a sponsor of Project Graduation, a chemical-free, over-night activity for seniors following graduation.



PROMOTION, DONATION & SPONSORSHIP

The Bobcat Bolt will be promoted locally and regionally for two months prior to race day, **May 12, 2012**. We will be using social media efforts, print, radio and television to promote the event and reach the local market. The event has historically drawn over 500 – 1000 people who run, spectate, volunteer and attend the OR Festival after the race.

Supporting the Bobcat Bolt is an opportunity for a business to reach the seacoast area with a cause and community-based message.

Promoting the event in and around your business establishes a connection with the community event and promotes awareness and participation.

Donating to the Bobcat Bolt helps the event cover its costs and provide a family-based gathering point each year to celebrate the Community, remember Nate and Josh Hardy's lives, and support the youth of the Oyster River school district through ORTI and the Oyster River Alumni Association.

Sponsors reach the core community with a cause based message and family brand. The Bobcat Bolt is promoted locally and regionally for two months prior to the event day. We use print, radio, local television and popular websites to promote the race and festival. See the next page: "Donation & Sponsorship Opportunities" for more information.

DONATION & SPONSORSHIP OPPORTUNITIES

SUGGESTED DONATION & SPONSORSHIP LEVELS

BRONZE: \$100 and above:

- 2 t-shirts, 2 race registrations
- Special thanks at event and on event website

SILVER: \$250 and above:

- 3 t-shirts, 3 race registrations
- Special thanks at event and on event website

GOLD: \$500 and above:

- 5 t-shirts, 5 race registrations
- Special thanks at event
- Special thanks on event website, including your business logo

PLATINUM: \$1,000 and above:

- 5 t-shirts, 5 race registrations
- Business logo on race t-shirt, start and finish banners *
- PA call-outs during the race and festival
- Business logo on website "Platinum Sponsors" page
- Inclusion of promotional items of your choice in race day gift bags
- Exhibitor table at Oyster River Festival

SIGNATURE: \$2,500 and above:

- 10 t-shirts, 10 race registrations
- Business logo on race t-shirt, start and finish banners, and larger than "PLATINUM" logos *
- Business logo on local flyer advertising, race t-shirt & website homepage *
- Inclusion of promotional items of your choice in race day gift bags
- Exhibitor table at Oyster River Festival
- Prominent PA call-outs during the race and festival



* - Inclusion of business logo on all applicable t-shirts, banners and advertising cannot be guaranteed for sponsorships finalized after April 1, 2012.

Sponsorship and donations are fully tax deductible and will be processed through our 501c3 non-profit, the Oyster River Alumni Association (ORAA)

For more information about how you or your business can become involved in this rewarding community event, please contact Robyn Gault at robyngault@yahoo.com, or (603) 834-4439.

Paid/Sponsored Impressions in Seacoast Region

March 17 – May 12, 2012

TELEVISION



Commercial Spot

ONLINE



8 week campaign
Online, Newsletter ads
300,000 impressions

PRINT



5 week campaign
Print and Online ads: editorial
300,000 impressions



Calendar Listings, Newsletter
Inclusions

