

2011 SPONSORSHIP INFORMATION



THE BOBCAT BOLT & OYSTER RIVER FESTIVAL



VISION

The Bobcat Bolt and Oyster River (OR) Festival is an annual gathering of seacoast runners, students, and Oyster River school district community members and alumni. The Bobcat Bolt and Oyster River Festival is an annual day of athletics, music and art that encourages community members to reconnect, remember Nate and Josh Hardy and contribute to the future of local youth. The Bobcat Bolt will be promoted locally and regionally for two months prior to race day, June 25, 2011. 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 during the afternoon.

Proceeds from the 2011 Bobcat Bolt and OR Festival will be donated to the Oyster River Teen Initiative (ORTI) in the names of brothers Nate and Josh Hardy, two inspirational young men from Durham who were taken before their time. ORTI will expand support and resources for teens in the Oyster River Community. One primary goal is to provide a welcoming, dynamic, youth-oriented facility that is available after school for those not already engaged in other extra-curricular, work or internship commitments. The Center will also be available to teens as a weekend venue for music, entertainment and the arts. Another goal of the ORTI is to provide mentoring opportunities with area youth in order to provide greater academic support, volunteer service opportunities and expanded cultural opportunities.



SPONSORSHIP & DONATION

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

Donating to the Bobcat Bolt or OR Festival helps the event cover its costs and provide a family-based gathering point each year to celebrate Nate and Josh Hardy's lives and work toward providing for 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 and OR Festival are 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: "Sponsorship Opportunities" for more information.

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

SPONSORSHIP OPPORTUNITIES

PRESENTING LEVEL

- Business name used in “presented by” context on race day and in all press releases
- Presenting sponsor advertising bundled into media plan
- 20 complimentary race registrations
- Business logo presented larger than all other logos
- Inclusion on race start and finish banners
- Ownership of runner aid station of choice
- Business logo on all print & web advertising
- Prominent PA call-outs during the race and festival, and opportunity for representative to address the community on-site
- Signage at race start and finish
- Business logo on race t-shirt
- Business logo on website homepage header position
- Inclusion in race day gift bags
- Exhibitor table at Oyster River Festival

Cost: \$5,000

GOLD LEVEL

- Ownership of runner aid station
- 10 complimentary race registrations
- Business logo presented larger than all other logos (other than presenting)
- Inclusion on race start and finish banners
- Prominent PA call-outs during the race and festival
- Business logo on local flyer advertising
- Business logo on race t-shirt
- Business logo on website homepage
- Inclusion in race day gift bags
- Exhibitor table at Oyster River Festival

Cost: \$2,500

SILVER LEVEL

- Ownership of runner aid station
- 10 complimentary race registrations
- PA call-outs during the race and festival
- Business logo on local flyer advertising
- Business logo on race t-shirt
- Business logo on website homepage
- Inclusion in race day gift bags
- Exhibitor table at Oyster River Festival

Cost: \$1,500

BRONZE LEVEL

- Business logo on race t-shirt
- PA call-outs during the race and festival
- Business logo on website “sponsors” page
- Inclusion in race day gift bags
- Exhibitor table at Oyster River Festival

Cost: \$1,000



SUGGESTED DONATION LEVELS

- **Platinum Level: \$500 and above:** Special thanks at event, 5 t-shirts, 5 race registrations
- **Gold Level: \$250 and above:** Special thanks at event, 3 t-shirts, 3 race registrations
- **Silver Level: \$100 and above:** Special thanks at event, 2 t-shirts, 2 race registrations
- **Bronze Level: and donation up to \$100:** Special thanks at event

Paid/Sponsored Impressions in Seacoast Region

March 22 – June 25, 2011

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

