

Laker for a Lifetime Team for the Fifth Third River Bank Run

Expo: Friday, May 9, 2014

11:00 a.m. – 8:00 p.m.

Race: Saturday, May 10, 2014

7:00 a.m. – 1:00 p.m.

PURPOSE: To connect alumni, students, faculty, staff and friends with Grand Valley State University, strengthen their Laker Pride and raise dollars for the Grand Valley Fund; which supports financial assistance, skill development and educational opportunities for students.

AUDIENCE:

- GVSU faculty, staff, and students, and alumni, West Michigan community, spectators, runners, expo attendees.
- 21,000+ athletes participate in 5K walk/run, 10K run, 25K run, 25K wheelchair and hand cycle races. (May 10)
- 35,000 spectators throughout downtown Grand Rapids along the race course. (May 10)
- 19,000+ Sports & Fitness Expo attendees. (May 9)

LOCATIONS:

- Grand Rapids, DeVos Place & Convention Center (expo)
- Grand Rapids, GVSU Pew Campus (race)

PROGRAMMING PLANS:

- Fundraising team (55 FUNDracers in 2013, raised \$8,500+ for Grand Valley Fund)
- Team training runs (One Saturday in March, One Saturday in April)
- Sports & Expo Participation (19,000 visitors, 120 exhibitors)
- Spirit Station/Volunteers (Along race course at DeVos Parking Lot)
- Post-Race Party at DeVos Parking Lot along course (100-200 attendees)

**Program was awarded Bronze for Best Volunteer Engagement Program by the Council for Advancement and Support of Education (CASE) in 2013.*



PARTNERSHIP BENEFITS:

\$5,000+ Lead Sponsor

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| • GV Magazine mention post-event | 90,000+ circulation |
| • Email Promo | 4 at 57,000 emails |
| • Logo on post card | 25,000 |
| • Logo/name on promo banner (race) | 21,000+ day of race |
| • Social media (FB, Twitter, LinkedIn, YouTube) | 19,300+ followers |
| • Homepage website promo | Rotating banner ad |
| • Logo on shirts | Approx. 100 |
| • Lanthorn Ad (February) mention | TBD |
| • Information/materials inside FUNDracers packet | Approx. 100+ |
| • Thank you mention at post-race party | Approx. 150 |

\$2,500 Merchandise Sponsor

2013 Merchandise costs totaled \$4,700 (500 bondibands and 200 wicking shirts) profits from shirts go to the Grand Valley Fund. Bondibands will not be ordered in 2014.

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| • Logo on wicking shirts for runners | |
| • Logo on white cotton shirts for volunteers | |
| • Logo placed on website before and after race | 47,000+ views (Feb-May) |
| • Logo/thank you on social media before and after race | 19,300+ followers |
| • Information/materials inside FUNDracers packet | Approx. 100+ |
| • Thank you mention at post-race party | Approx. 150 |



\$2,000 Post-Race Party Sponsor

Helps cover the cost of food, beverages, tent, photographer, signs etc. at the post-race party after the race.

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| • Logo placed on website before and after race | 47,000+ views (Feb-May) |
| • Sign with logo on the fence facing course | 21,000+ runners |
| • Logo/thank you on social media before and after race | 19,300+ followers |
| • Information/materials inside FUNDracers packet | Approx. 100+ |
| • Thank you mention at post-race party | Approx. 150 |

\$750 Expo Sponsor (*sponsorship filled for 2014*)

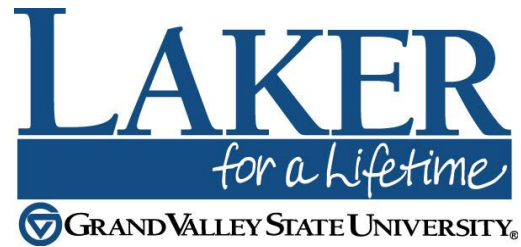
Helps cover the cost of table registration for the expo (\$460) giveaway/promo items, signs, banners, snacks for volunteers at the table. Helps cover the cost of Louie the Laker and other race-day promo materials, and packet pick up items.

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| • Logo placed on website before and after race | 47,000+ views (Feb-May) |
| • Logo/thank you on social media before and after race | 19,300+ followers |
| • Logo at expo table at the DeVos Place 5/9/13 (11 a.m. to 8 p.m.) | 19,000 attendees |
| • Information/materials inside FUNDracers packet | Approx. 100+ |
| • Thank you mention at post-race party | Approx. 150 |

\$500 Training Run Sponsor

Covers the cost of signs, cups, water, post-run fruit, map printing for two training runs downtown GR. Training runs take place in March and April. Approximate audience of 20-100. Other RBR training runs happen in the same area at the same time running by the signs/aid station.

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| • Logo on campaign signs along training course | |
| • Logo at aid station | |
| • Thank you mention at beginning of race | |
| • Logo placed on website before and after race | 47,000+ views (Feb-May) |
| • Logo/thank you on social media before and after race | 19,300+ followers |
| • Information/materials inside FUNDracers packet | Approx. 100+ |
| • Thank you mention at post-race party | Approx. 150 |



\$500 Spirit Station Sponsor

Covers the cost of volunteer t-shirts, spirit station noisemaker items, signs, etc. along the 10K/25K course at GVSU Pew Campus. Helps with any cost of Louie the Laker (if necessary) and other GVSU promo ideas. “secret judge runners” are plugged in along the course to judge the best spirit station. Winning non-profit organizations get money donated back to their cause.

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| • Logo placed on website before and after race | 47,000+ views (Feb-May) |
| • Sign with logo hanging on fence near spirit station | 21,000+ runners |
| • Logo/thank you on social media before and after race | 19,300+ followers |
| • Information/materials inside FUNDracers packet | Approx. 100+ |
| • Thank you mention at post-race party | Approx. 150 |

For more information on specific sponsorship opportunities, or how to get involved with the Laker for a Lifetime team, contact Abigayle Sloan at sloanab@gvsu.edu or call 616-331-3591.