

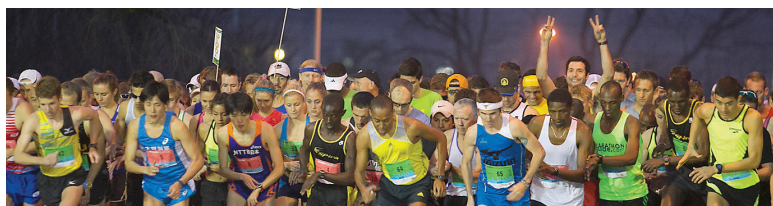
SPONSORSHIP OVERVIEW

High Five Events is the foremost full service endurance event production company in the south mid-west.

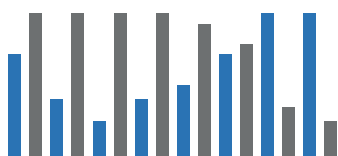
Through our events your company can reach thousands of enthusiastic and engaged participants and their families and friends. These people represent an enthusiastic loyal base of individuals.

In order to cultivate high-level brand awareness we have created a sponsorship package to maximize your brand exposure before, during, and post event.

We invite you to be a part of the various sponsorship and marketing opportunities High Five Events has to offer throughout the year.



INCLUSIONS	TITLE	PRESENTING	EXCLUSIVE	NON EXCLUSIVE
Naming Rights / Brand Integrated Into Event	x			
Customized Activation & Name Inclusion	x	x		
Logo at Start / Finish Structure	x	x		
Start / Finish Shoot Signage	x	x	x	
Logo on Participant & Volunteer Shirts	x	x	x	
Logo On Website	x	x	x	x
Logo In Participant Communication	x	x	x	x
Announcer Mentions	x	x	x	x
Social Media Mentions	x	x	x	x
Newsletter Inclusion	x	x	x	
Comped Entries	x	x	x	
Discounted Entries	x	x	x	x
VIP Passes	x	x	x	
Radio & TV Mentions	x	x		
Digital Marketing Campaign Integration	x	x		
10 x 10 Booth	x	x	x	x
Additional Booth Space	x	x		



DEMOGRAPHIC
 Men 49% Women 51%
 Median Age Group: 34-49
 Avg Income: 135,000
 Education: College
 Location: 75% Texas Based



GROWTH

- All Award Winning Events
- 70 million combined impressions
- Over 25 million in economic impact
- Experienced participation growth
- Over 1,500 media articles annually

Events	Participants	Spectators	2 Day Expo	Title	Presenting	Shoe & Apparel	Category Exclusive	Non Exclusive	Booth Space
March 19 Lost Pines Trail Runs	400	200	No	\$5,000	\$2,500	\$1,500	\$500	\$250	\$100
May 1 The Rookie Tri	1200	1000	No	\$10,000	\$5,000	\$2,500	\$1,500	\$750	\$250
Aug 7 Jack's Generic Triathlon	1000	1000	No	\$10,000	\$5,000	\$2,500	\$1,500	\$750	\$250
Sept 18 Marathon Relay	2500	2500	No	car2go	\$7,000	\$3,500	\$2,500	\$1,000	\$400
Sept 24-25 Kerrville Tri Festival	1500	4000	Yes	HEB	City of Kerrville	\$5,000	\$2,500	\$1,000	\$400
Jan 22, 2017 3M Half Marathon	7000	20000	Yes	3M	\$50,000	\$25,000	\$20,000	\$10,000	\$750
Feb 19, 2017 Austin Marathon & Half	15000	80000	Yes	\$500,000	NXP	\$50,000	\$30,000	\$15,000	\$1,300



HIGHFIVEEVENTS.COM

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