



Partner Benefits:

		Participation Levels:				
		\$15,000	\$5,000	\$2,500	\$1,000	\$500
THR Ads	Logo on Times Herald-Record Race Edition Ad: Full Page	Yes				
	Logo on Times Herald-Record Race Edition Ad: Half Page		Yes	Yes		
	Logo on Times Herald-Record Race Edition Ad: Quarter Page				Yes	
	(At time of printing, no commitments have been made to advertise in the THR for 2010)					
Pre-Race Exposure	Your Company Logo on Race Application: Classic 10K and Classic 5K	Yes				
	Your Company Name on Race Application: Classic 10K and Classic 5K		Yes	Yes		
	Your Company Logo on Race Application: Junior Classic and Kids' Event	Yes	Selected			
	Your Company Logo on Wayne Beam's Pre-Event Training Poster/Handout	Yes	Yes	Yes	Yes	Yes
	Your Company Logo on Route 211 Billboard (15,000 cars per day)	Yes	Yes			
	Company Capsule in Event Press Releases	Yes	Yes	Yes		
	The Right to Acknowledge Your Sponsorship in Your Own Advertising	Yes	Yes	Yes	Yes	Yes
Race Day	Your Company Logo on Race T-shirt	Yes				
	Your Company Name on Race T-Shirt		Yes	Yes	Yes	Yes
	Your Company Logo on Promotional Items	Yes		Selected		
	Your Company Logo on Goodie Bags	Yes				
	Your Company Logo/Banner at Starting Line	Yes	Yes	Yes		
	Your Company Logo/Banner along 1,500 ft. Finish	Yes	Yes	Yes		
	Your Company Logo/Banner under Finish Line Clock	Yes				
	Your Company Logo/Banner Displayed in Mile Markers Along Course	Yes	Yes	Yes		
	Opportunity to Include Product/Item in Race Goodie Bag	Yes	Yes	Yes	Yes	Yes
	Opportunity to Offer Products/Items in Post-Race Raffle	Yes	Yes	Yes		
	FREE Entries and T-shirts for the Race(s) of Your Choice	15	10	5	2	1
	Intro of Your Company Representative at Awards Ceremony	Yes				
Post-Race	Your Company Logo in Event Wrap-up Literature	Yes	Yes			
	Your Company/Individual Name in Event Wrap-up Literature			Yes	Yes	Yes
	Access and Right to Use Classic 10K Mailing Lists	Yes	Yes	Yes	Yes	
EXPO	Your Company Banner Displayed at the Health Expo	Yes	Yes			
	A Complimentary 8' x 10' Tent at the Health Expo	Yes	Yes	Yes		
Website	Your Company Logo or Banner on Website Home Page	Yes	Yes	Yes		
	Your Company Logo on Website Sponsor Page	Yes	Yes	Yes	Yes	
	Your Company Name on Website Sponsor Page					Yes
	10K Race Website Hyperlink to Your Company's Website	Yes	Yes	Yes	Yes	Yes

The Classic 10K Road Race, Inc. reserves the right to substitute benefits of equal value, due to changing commitments from the time of publication.



The Board of Directors of The Classic 10K Road Race THANKS YOU for your participation.

CORPORATE SPONSORSHIP AUTHORIZATION (\$15,000 TO \$500)

We would like to be a Sponsor for The Classic 10K Road Race Weekend. We understand that we may either pay in full or partially at this time and that the entire sponsorship amount is due by February 1, 2011. We further understand that no refunds will be made for sponsorship payment.

Company Name

Contact Person

Address

Suite or Floor #

Primary Phone

Secondary Phone

Fax Number

E-mail Address

Amount of Sponsorship

Authorizing Signature

Title

Date

INDIVIDUAL SPONSORSHIP AUTHORIZATION (\$250 TO \$25)

Company Name

Contact Person

Address

Suite or Floor #

Primary Phone

Secondary Phone

Fax Number

E-mail Address

Amount of Sponsorship

Authorizing Signature

Date

Sponsorship Payment(s) should be mailed to: The Classic 10K Road Race • P.O. Box 4050 • Middletown, NY 10941 (*Please make check payable to: Classic 10K.*) The Classic 10K Road Races, Inc. is a 501(c)(3) corporation; your donation may be tax deductible. Consult with your tax advisor.

NOTE: Please e-mail your logo to us at logo@classic10K.com so we can include it in select promotional materials.