



# See Jane Run Women's Half Marathon & 5K

Bay Area – June 5, 2010

Boise, ID – June 19, 2010

Los Angeles, CA – Summer/Fall 2010

TBD, Arizona – Fall 2010

## About See Jane Run

- o Women's athletic shoe and apparel retailer founded in 2000
- o 4 stores and e-commerce business
- o Inspire women to be fit by providing gear, training and events to individuals of all shapes, ages and fitness levels
- o Awarded Best of Competitor 2008 for Women's Events and Top 50 Running Stores in 2009, 2007, 2006
- o Featured in Wall Street Journal, USA Today, SF Chronicle and many other leading publications

## Not just any race

- o Thousands of women participants of all ages, sizes and fitness levels
- o Pre race 80's aerobic warm-up
- o Commemorative technical race shirt, medal and champagne glass
- o Finish line chocolate and champagne celebration
- o Celebration expo full of food, shopping, sampling, massages and fun!
- o Community oriented

## Audience

- o 8,000 female participants
- o 24,000 male and female spectators
- o 500 volunteers
- o 20 major sponsors
- o 50 exhibitors

## Media

- o 5 M plus impressions through online advertising and email blasts
- o Exposure to thousands of women through race brochures, posters, print advertising, website, social media, on site signage, audio promotion and more

### Top 10 States

California  
Idaho  
Washington  
Nevada  
Oregon  
Utah  
Colorado  
Arizona  
Texas  
Illinois

## Sponsorship Opportunities

There is a full range of sponsorship opportunities available and include, but not limited to, exclusivity, inclusion on t-shirts, advertising, email campaigns, in store promotions, pre race/post race celebrations and much more.

### Age

20-29:	22%
30-39:	43%
40-49:	25%
50-59:	8%
60+ 10%:	2%

## Beneficiary

At See Jane Run, we believe in promoting the health and welfare of all women, which is why a portion of the proceeds from every event we sponsor goes to a cause we love. Through our events, See Jane Run has raised over \$100,000 to organizations supporting this mission.

*Thanks for an awesome event! Well run, so to speak, in every sense. And the post-race area is the best I've seen, from the chocolate and champagne (and other great samples and treats) to roses on the tables. No other race has a better look and feel for the runners.*

- Cathy Connelly

*I really enjoyed the post race celebration...WOW!!! Nice bag and I love the necklace. I (my body) enjoyed all the sponsors who came out and supplied samples of their wonderful products for us. They were very generous. Thanks for the champagne! Thanks for the music! Thanks for a memorable day!!!*

- Valerie Santos

*I just wanted to let you know that your event was awesome! The vibe was very down-to-earth, crowd was really nice, and overall, it was very organized.*

- Kenny Yun, FlexPower, Exhibitor

*This was my first half marathon and I am so glad that I ran it with all the other Janes! I've done a few other short races in the bay area but the See Jane Run beats all the others by far. The morning group warm-up added much needed energy before the race Thank you for making my 1st half marathon a memorable experience!*

- Nancy Mei

*Thanks for a great race. Good support along the route, and an unparalleled enthusiasm from the runners as well as the volunteers. Also, this was the first race my sister Caroline Nelson and I ran together, and we crossed the finish line hand in hand.*

- Alexandra Dronkers

*Thanks again. It was marvelous. We enjoyed it immensely and my daughters will run it next year with me. I may even try one of the tri's with you. Thanks again. It was a very well-run, positive experience. Sincerely,*

- Debbye Harmer



Retail stores: CA: San Francisco, Oakland, Danville ID: Boise