



Race Dates	
Alameda, CA	June 3, 2012
Boise, ID	June 16, 2012
Seattle, WA	July 15, 2012
Austin, TX	October 7, 2012

### Sponsorship Information

Take a big group of women, add chocolate, champagne, massages, laughter, tears and lots of fun... it feels like a girls' night out, right? But it's not. It's the See Jane Run Half Marathon and 5K Race Series!

Founded in 2007, this all women's race series has grown exponentially year after year. This year we are adding races in Seattle and Austin, with more cities coming in 2012. Designed for women who walk or run, this inclusive event brings women of all shapes and sizes together. With an average age of 39, this race attracts women with disposable incomes who participate in sports and fitness as a lifestyle. Most participants are casual athletes and come for the camaraderie, the fun of a race, the champagne and the chocolate.

### About See Jane Run

- o Women's athletic shoe and apparel retailer founded in 2000
- o 4 stores and an 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

Top 10 States
California
Idaho
Washington
Nevada
Oregon
Utah
Colorado
Arizona
Texas
Illinois

### Not just any race

- o Thousands of women participants of all ages, sizes and fitness levels
- o Lighthearted 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

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

### Audience

- o 10,000 - 15,000 female participants
- o 24,000 male and female spectators
- o 1,000 volunteers
- o major national sponsors
- o exhibitors

### Media

- o Five million impressions 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

### Sponsorship Opportunities

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



## Contact Information

Name of Contact Person: \_\_\_\_\_

Name of Company: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email Address (please print clearly): \_\_\_\_\_

Product or Service Business Description: \_\_\_\_\_

## Sponsorship Pricing

*Participate in more than 1 event to receive a discount of 10% for 2 events/15% for 3 events or 20% for 4 events*

<i>See Jane Run 2012 Race Series</i>	<b>Alameda</b> <i>est. 5,000 participants</i>	<b>Boise</b> <i>est. 2,000 participants</i>	<b>Seattle</b> <i>est. 3,000 participants</i>	<b>Austin</b> <i>est. 2,000 participants</i>
<b>Expo</b>				
Expo 10 x 10 space	<input type="checkbox"/> \$850	<input type="checkbox"/> \$500	<input type="checkbox"/> \$850	<input type="checkbox"/> \$500
Expo 10 x 20 space	<input type="checkbox"/> \$1,600	<input type="checkbox"/> \$900	<input type="checkbox"/> \$1,600	<input type="checkbox"/> \$900
Add Electrical	<input type="checkbox"/> \$75	<input type="checkbox"/> \$75	<input type="checkbox"/> \$75	<input type="checkbox"/> \$75
Add 10X10 tent	<input type="checkbox"/> \$125	<input type="checkbox"/> \$125	<input type="checkbox"/> \$125	<input type="checkbox"/> \$125
<b>Goody Bag</b>	<input type="checkbox"/> \$500	<input type="checkbox"/> \$300	<input type="checkbox"/> \$300	<input type="checkbox"/> \$300
<b>T Shirts</b>				
Race T-shirt (entire back of shirt, limit 1 sponsor)	<input type="checkbox"/> \$12,000	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$7,000	<input type="checkbox"/> \$5,000
Volunteer Shirts (entire back of shirt, limit 1 sponsor)	<input type="checkbox"/> \$750	<input type="checkbox"/> \$450	<input type="checkbox"/> \$600	<input type="checkbox"/> \$450
<b>Web/Email</b>				
Website Link (sponsor page)	<input type="checkbox"/> \$125	<input type="checkbox"/> \$125	<input type="checkbox"/> \$125	<input type="checkbox"/> \$125
Website Link (home page ad)	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,000
Exclusive Email (40K)	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,500
Email blast (participants)	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,500
<b>Other</b>				
Advertising (inclusion on all print brochures, posters, ads)	<input type="checkbox"/> \$1,750	<input type="checkbox"/> \$1,750	<input type="checkbox"/> \$1,750	<input type="checkbox"/> \$1,500
On-site Banners	<input type="checkbox"/> \$350	<input type="checkbox"/> \$350	<input type="checkbox"/> \$350	<input type="checkbox"/> \$350
Promotional booth in See Jane Run store (packet pickup, pasta feed)	<input type="checkbox"/> \$750	<input type="checkbox"/> \$750	N/A	N/A
Onsite audio ads (includes ad production)	<input type="checkbox"/> \$150	<input type="checkbox"/> \$150	<input type="checkbox"/> \$150	<input type="checkbox"/> \$150
Champagne Glasses/Logo (limit 1 sponsor)	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,000
Race Bibs	<input type="checkbox"/> \$950	<input type="checkbox"/> \$750	<input type="checkbox"/> \$850	<input type="checkbox"/> \$750

**Total amount due: \$ \_\_\_\_\_**



Notes/Special Needs:

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**Payment Information** - Payment (Non-Refundable) Required with Reservation.

\_\_\_\_\_ Check enclosed (Checks made payable to: **Jane's World Inc.**)      \_\_\_\_\_ Credit Card

Name on card \_\_\_\_\_

Card # \_\_\_\_\_ V-Code \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Internal Notes**

Approved Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Please return by mail or secure fax to:**  
See Jane Run  
2145 Keith Street, San Francisco, CA 94124  
P: 415-726-8873 F: 415-594-0872