



Shipley

Do-Nuts Dash



THE SWEETEST FUN RUN IN TOWN!



www.shipleydonutsdash.com

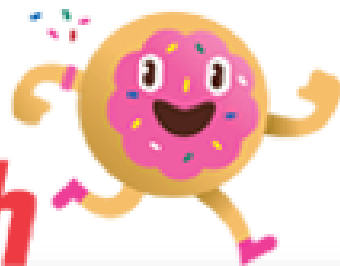
Saturday, April 22, 2017

East Downtown Houston

2017 SPONSORSHIP OPPORTUNITIES

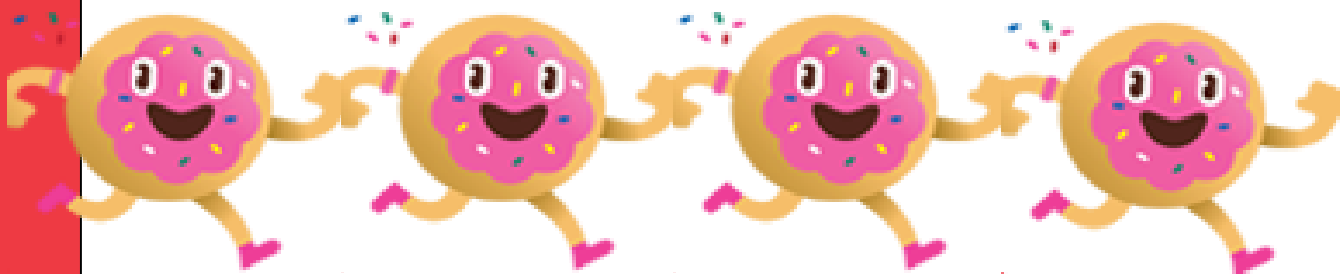
Saturday, April 22, 8:00 Start, BBVA Compass Stadium

3rd Annual
Shipley
Do-Nuts Dash



Dash to feed hungry children!

benefiting



ShIPLEY **Do-Nuts Dash**

THE SWEETEST FUN RUN IN TOWN!

The Shipley Do-Nuts Dash is a 2-mile course with delicious, do-nut themed obstacles along the route.

This non-competitive course will start at BBVA Compass Stadium and end at 8th Wonder Brewery in East Downtown Houston.

Stick around for the DASH BASH, our super sweet after party that includes a dance party, free do-nuts, milk and of course, an ice cold 8th Wonder brew.

You do-nut want to miss out on the fun!

There is no other event in Houston offering this creative concept to thousands of area families!



ONE-OF-A-KIND EVENT



- ❑ Quickly becoming one of Houston's sweetest traditions - a memory-making event for the whole family
- ❑ Strong sponsor ROI with 360 Marketing campaign opportunities
Social Media, Website, Print, Radio, Television, Face-to-Face Promotion
- ❑ Powerful community influence as a partner with one of Houston's most vital charities that delivers daily meals to preschool children living in severe poverty- Kids' Meals!
- ❑ Unique Access to the Family Market with marketing and branding opportunities:

DEMOGRAPHICS



GENDER
60% Female
40% Male

AGES
Avg. Age- 30
Oldest- 77
youngest- infant

GEOGRAPHIC PULL
Houston 61%
Spring 5%
Katy 4%
Pearland 3%
Sugar Land 2%
Cypress 2%
Other 23%

25-29 18%
30-34 15%
35-40 15%
42-50 10%

SPONSOR OPPORTUNITIES

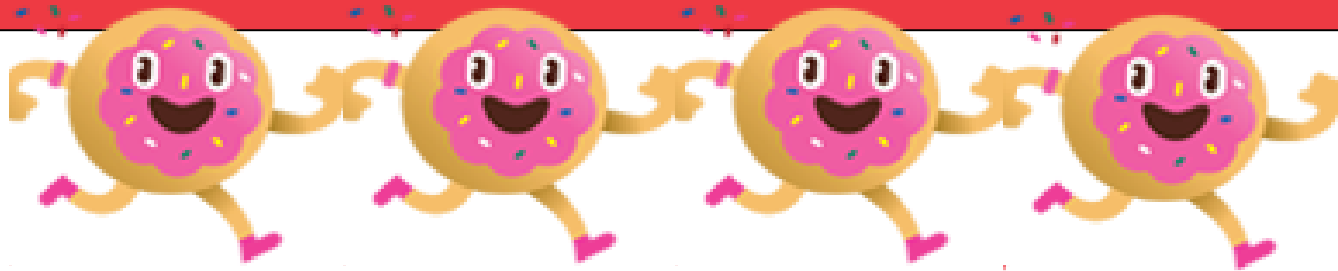
(benefits and details on following pages)



Customized sponsorships to meet your marketing and budgeting needs are available on request

PRESENTING SPONSOR	\$12,000
OBSTACLE COURSE SPONSOR	\$ 8,500
DASH BASH SPONSOR	\$ 6,000
REGISTRATION SPONSOR	\$ 4,000
KIDS' ZONE SPONSOR	\$ 4,000
OFFICIAL SUNGLASSES SPONSOR	\$ 4,000
OFFICIAL EVENT SWAG BAG SPONSOR	\$ 4,000
DASH BASH STAGE SPONSOR	\$ 3,500
SPRINKLE STATION SPONSOR	\$ 3,500
OFFICIAL VEHICLE SPONSOR	\$ 3,500
COMMUNITY PARTNER	\$ 1,250
DASH BASH VENDOR	\$ 500

SPONSOR OPPORTUNITIES & PRE-EVENT AND DASH DAY BENEFITS



PRESENTING SPONSOR

\$12,000

(one available)

- Exclusivity to category
- Inclusion of company name in event title, ex. Shipley Do-Nuts Dash, presented by *Sponsor Name
- Premier logo placement in all Dash print material and web promotion with billing as Presenting Sponsor
- Premier color logo placement on event t-shirt with billing as Presenting Sponsor
- Logo on Dash event promotional items including official DASH Event Bag for race packets
- Logo on banner at Dash Start/Finish Line and on Event Stage
- Opportunity to provide a company Grand Marshall to kick off the Shipley Do-nuts Dash
- On-site presence at event before race and DASH BASH (after race party) with premier, high-visibility real estate
- Name and logo recognition in email blasts to participants
- Inclusion multiple Social Media Outlets (Facebook, Twitter, Instagram)
- Logo inclusion on Eventbrite website and tickets
- Inclusion of promo material in race packet
- Opportunity to use your own corporate branded t-shirts for company volunteers
- 10 complimentary run entries

OBSTACLE COURSE SPONSOR

\$8,500

(one available)

- Prominent logo placement in all Dash print and web material and promotional items
- Prominent color logo placement on event t-shirt with billing as Obstacle Course Sponsor
- Logo on all signage at obstacles on course (10-12 obstacles)
- Logo on Dash even promotional items including official DASH bag for race packets
- Name and logo recognition in email blasts to participants
- Inclusion multiple Social Media Outlets (Facebook, Twitter, Instagram)
- Inclusion of promo material in race packet
- On-site presence at the DASH BASH with signage on inflatable obstacle course
- Opportunity to have volunteer in corporate branded shirt at each obstacle
- 8 complimentary run entries

DASH BASH SPONSOR

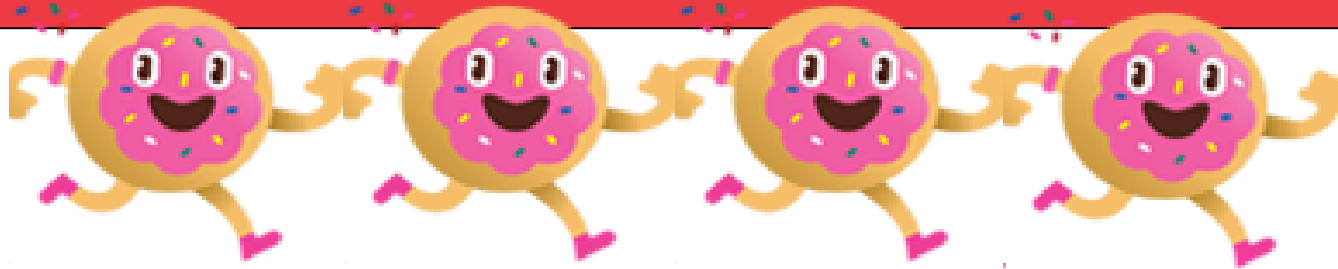
\$6,000

(one available) for the fun-filled after-dash party at 8th Wonder Brewery

- DASH BASH sponsor billing and logo placement in all Dash print and web material
- Name and logo recognition in email blasts to participants
- Inclusion multiple Social Media Outlets (Facebook, Twitter, Instagram)
- Prominent color logo placement on event t-shirt
- Logo prominently displayed on Dash Finish Line and DASH BASH entry signage at 8th Wonder Brewery
- Opportunity to provide a prominent display area at the DASH BASH
- Logo on all signage at the DASH BASH 6 complimentary run entries



SPONSOR OPPORTUNITIES & PRE-EVENT AND DASH DAY BENEFITS



REGISTRATION SPONSOR

\$4,000

(one available)

- Sponsor billing as Registration Sponsor with Logo placement in Dash print material and web promotion
- Unique exposure of company logo at Registration area or opportunity to provide company branded tent or signage for Registration area
- Opportunity to provide volunteers in company logo shirts to work at Registration area
- Color logo placement on event t-shirt with billing as Registration Sponsor
- On-site presence DASH BASH
- Inclusion of promo material in race packet and opportunity to distribute promotional items at registration
- Name recognition in email blasts to participants
- 4 complimentary race entries

KIDS' ZONE SPONSOR

\$4,000

- Sponsor billing as Kids' Zone Sponsor with Logo placement in Dash print material and web promotion
- On-site presence DASH BASH as the official Kids' Zone Sponsor with opportunity to provide a branded tent and fun, free activity for kids and families
- Unique exposure of company logo on face-painting and other exciting kids' activities
- Opportunity to provide volunteers in your company logo shirts to work at Kids' Zone area
- Color logo placement on event t-shirt with billing as Kids' Zone Sponsor
- Inclusion of promo material in race packet
- Name recognition in email blasts to participants
- 4 complimentary race entries

OFFICIAL SUNGLASSES SPONSOR

\$4,000

- Sponsor billing as Official Sunglasses Sponsor with Logo placement in Dash print material and web promotion
- Logo on DASH sunglasses and sunglasses distributed at the finish line to every participant and family members
- Color logo signage at the DASH Finish Line
- Opportunity to provide volunteers in your company logo shirts to distribute sunglasses
- Color logo placement on event t-shirt with billing as Official Sunglasses Sponsor
- Inclusion of promo material in race packet
- Name recognition in email blasts to participants
- 4 complimentary race entries

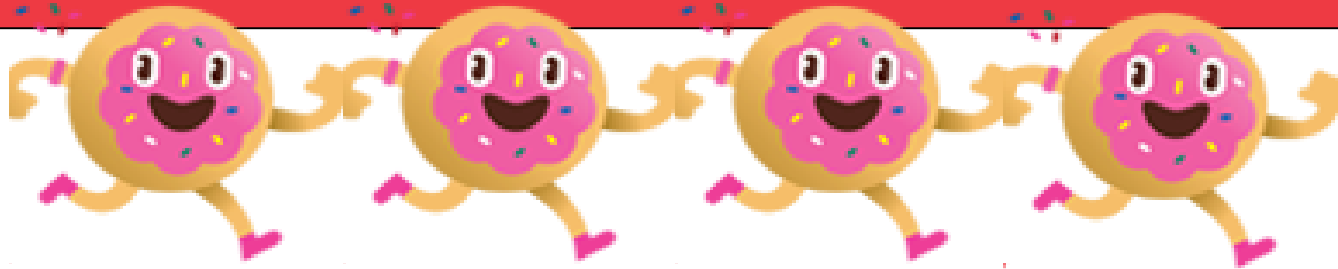
OFFICIAL EVENT SWAG BAG SPONSOR

\$4,000

- Sponsor billing as Official Bag Sponsor with Logo placement in Dash print material and web promotion
- Logo prominently displayed on DASH Official Event Bags distributed to every participant with race packets
- Opportunity to provide volunteers in your company logo shirts to distribute Official Event Bags at registration
- Color logo placement on event t-shirt with billing as Official Event Bag Sponsor
- On-site presence DASH BASH Inclusion of promo material in race packet
- Name recognition in email blasts to participants
- 4 complimentary race entries



SPONSOR OPPORTUNITIES & PRE-EVENT AND DASH DAY BENEFITS



DASH BASH STAGE SPONSOR

\$3,500

- Sponsor billing as DASH BASH Stage sponsor with logo placement on Dash print material and web promotion
- Logo or company tent next to the DASH BASH Stage
- Color logo signage on stage
- Color logo placement on event t-shirt with billing as DASH BASH Stage Sponsor
- Inclusion of promo material in race packet
- Name recognition in email blasts to participants
- 3 complimentary run entries

SPRINKLE STATION SPONSOR

\$3,500

(one available)

- Sponsor billing as Sprinkle Station sponsor with logo placement on Dash print material and web promotion
- Logo or company tent at Sprinkle Station at the Start Line
- On-site presence at the DASH BASH (need to define what this means) Will we have a sprinkle Station at the DASH BASH as well?
- Color logo placement on event t-shirt with billing as Sprinkle Station Sponsor
- Inclusion of promo material in race packet
- Name recognition in email blasts to participants
- 3 complimentary run entries

OFFICIAL VEHICLE SPONSOR

\$3,500

- Sponsor billing as Official Vehicle sponsor with logo placement on Dash print material and web promotion
- Vehicle (Up to 4 vehicles) placement at Dash Start and Finish lines
- Company tent at DASH BASH
- Color logo placement on event t-shirt with billing as Official Vehicle
- Inclusion of promo material in race packet
- Name recognition in email blasts to participants
- 3 complimentary run entries

COMMUNITY PARTNER

\$1,250

- Name recognition as sponsor on website
- Name recognition in email blasts to participants
- Company name on participant shirt
- On-site presence at DASH BASH
- 3 complimentary run entries

DASH BASH VENDOR

\$500

- On-site presence at DASH BASH
- 3 complimentary run entries





ShIPLEY Do-Nuts Dash

THE SWEETEST FUN RUN IN TOWN!

benefiting



Kids' Meals is ending childhood hunger by delivering free, healthy meals to the doorsteps of Houston's hungriest preschool-aged children.

By sponsoring the Shipley Do-Nuts Dash, you are partnering with Kids' Meals to be a first-responder to children ages five-years-old and under facing debilitating hunger due to extreme poverty.

For less than \$2 per day, Kids' Meals provides a nutritious meal to a child who otherwise may go to bed hungry.

www.kidsmealshouston.org

713-695-5437





Dash to feed hungry children!



Sponsorship information:

Contact:

Stacey Michel
Shipley Do-Nuts
713-869-4636
stacey@shipleydonuts.com

Beth Braniff Harp
Kids' Meals
713-504-4548
bharp@kidsmealshouston.org

