

**Central Piedmont Community College
Foundation, Inc.**

PRESENTS

CPCC Charlotte Skyline Run

***Sponsorship Opportunities and
Benefits***

For 2007

Presenting Sponsor (1)

SOLD

CPCC Charlotte **Skyline Run**

Designation as Presenting Sponsor of the CPCC Charlotte Skyline Run

- CPCC Charlotte Skyline Run Presented by “**Company Name.**”

“**Company Name**” private VIP Hospitality Reception for 20 guests at the event.

Mentions as Presenting Sponsor in all advertising for CPCC Charlotte Skyline Run.

- CPCC TV
- The Running Journal
- The Run Charlotte Race Guide
- *Charlotte Business Journal*

Mentions as Presenting Sponsor in CPCC Charlotte Skyline Run collateral.

- CPCC Charlotte Skyline Run brochure (15,000)
- CPCC Class Schedules (330,000)
- Press releases

20 complimentary race registrations.

Presenting Sponsorship recognition on race t-shirts.

Space for a “**Company Name**” display at the CPCC Charlotte Skyline Run

Presenting Sponsorship recognition on signage at the race provided by sponsor.

Company logo included as Presenting Sponsor on CPCC Charlotte Skyline Run website

- Link to the “**Company Name**” website
- Mentions on other race websites

Opportunity to provide materials for race packet inclusion

Non-competitive environment

Investment: \$15,000

\$40,000 three-year sponsorship contracts are available. Call 704-330-6869 for details.

Event Presenting Sponsor (3)

CPCC Charlotte Skyline Run – **“Company Name”** 5K Walk for Health,
5K Wheelchair, **OR** 1K Family Fun Run

Designation as Presenting Sponsor of one of three CPCC Charlotte Skyline Run components

- *CPCC Charlotte Skyline Run, “Company Name” 5K Walk for Health...*

“Company Name” private VIP Hospitality Reception for 12 at the event.

Mentions as Event Presenting Sponsor in all advertising for CPCC Charlotte Skyline Run

- CPCC TV
- The Running Journal
- The Run Charlotte Race Guide
- The *Charlotte Business Journal*

Mentions as Event Presenting Sponsor in CPCC Charlotte Skyline Run collateral

- CPCC Charlotte Skyline Run brochure (15,000)
- CPCC Class Schedules (330,000)
- Press releases

12 complimentary race registrations

Event Presenting Sponsorship recognition on 1,200 race t-shirts

Space for a **“Company Name”** display at the CPCC Charlotte Skyline Run

Event Presenting Sponsorship recognition on signage at the race provided by sponsor

Company logo included as Event Presenting Sponsor on CPCC Charlotte Skyline Run website

- Link to the **“Company Name”** website
- Mentions on other race websites

Opportunity to provide materials for race packet inclusion

Non-competitive environment

Investment: \$7,500

\$20,000 three-year sponsorship contracts are available. Call 704-330-6869 for details.

Official Sponsor

CPCC Charlotte Skyline Run

Designation as Official Sponsor of the CPCC Charlotte Skyline Run

- *CPCC Charlotte Skyline Run, sponsored by “**Company Name**”*

Space provided for a “**Company Name**” VIP Hospitality Reception at the event.

Mentions as Official Sponsor in all advertising for CPCC Charlotte Skyline Run

- CPCC TV
- The Running Journal
- The Run Charlotte Race Guide
- *Charlotte Business Journal*

Mentions as Official Sponsor in CPCC Charlotte Skyline Run collateral

- CPCC Charlotte Skyline Run brochure (15,000)
- CPCC Class Schedules (330,000)
- Press releases

Six complimentary race registrations

Official Sponsorship recognition on 1,200 race t-shirts

Space for a “**Company Name**” display at the CPCC Charlotte Skyline Run

Official Sponsorship recognition on signage at the race provided by sponsor

Company logo included as Official Sponsor on CPCC Charlotte Skyline Run website

- Link to the “**Company Name**” website
- Mentions on other race websites

Opportunity to provide materials for race packet inclusion

Investment: \$5,000

\$14,000 three-year sponsorship contracts are available. Call 704-330-6869 for details.

Official Sponsor

CPCC Charlotte Skyline Run

Designation as Official Sponsor of the CPCC Charlotte Skyline Run

- CPCC Charlotte Skyline Run, sponsored by “**Company Name**”

Mentions as Official Sponsor in select advertising for CPCC Charlotte Skyline Run

- CPCC TV

Mentions as Official Sponsor in CPCC Charlotte Skyline Run collateral

- CPCC Charlotte Skyline Run brochure (15,000)
- CPCC Class Schedules (330,000)
- Press releases

Four complimentary race registrations

Official Sponsorship recognition on 1,200 race t-shirts

Space for a “**Company Name**” display at the CPCC Charlotte Skyline Run

Official Sponsorship recognition on signage at the race provided by sponsor

Company logo included as Official Sponsor on CPCC Charlotte Skyline Run website

- Link to the “**Company Name**” website

Opportunity to provide materials for race packet inclusion

Investment: \$2,500

\$7,000 three-year sponsorship contracts are available. Call 704-330-6869 for details.

Official Sponsor

CPCC Charlotte Skyline Run

Designation as Official Sponsor of the CPCC Charlotte Skyline Run

- *CPCC Charlotte Skyline Run, sponsored by “**Company Name**”*

Mentions as Official Sponsor in select advertising for CPCC Charlotte Skyline Run

- CPCC TV

Mentions as Official Sponsor in CPCC Charlotte Skyline Run collateral

- CPCC Charlotte Skyline Run brochure (15,000)
- CPCC Class Schedules (330,000)

Official Sponsorship recognition on signage at the race provided by sponsor

Company logo included as Official Sponsor on CPCC Charlotte Skyline Run website

Opportunity to provide materials for race packet inclusion

Investment: \$1,000

\$2,800 three-year sponsorship contracts are available. Call 704-330-6869 for details.

Official Sponsor

CPCC Charlotte Skyline Run

Designation as Official Sponsor of the CPCC Charlotte Skyline Run

- *CPCC Charlotte Skyline Run, sponsored by “**Company Name**”*

Mentions as Official Sponsor in CPCC Charlotte Skyline Run collateral

- CPCC Charlotte Skyline Run brochure (15,000)

Official Sponsorship recognition on signage at the race provided by sponsor

Mentions as Official Sponsor on CPCC Charlotte Skyline Run website

Opportunity to provide materials for race packet inclusion

Investment: \$500

\$1,400 three-year sponsorship contracts are available. Call 704-330-6869 for details.

CPCC's 12th Annual *Charlotte Skyline Run*

2007 RACE SPONSORSHIP REGISTRATION

_____ **YES**, I/we want to participate in the April 28, 2007 Charlotte Skyline Run to benefit CPCC Students at the sponsorship level indicated below.

_____ **SOLD** _____ \$15,000 PRESENTING SPONSOR (1 Available)

_____ \$ 7,500 EVENT PRESENTING SPONSOR (3 Available)

_____ \$ 5,000 OFFICIAL SPONSOR

_____ \$ 2,500 OFFICIAL SPONSOR

_____ \$ 1,000 OFFICIAL SPONSOR

_____ \$ 500 OFFICIAL SPONSOR

Name: _____ Company: _____

Address: _____

Telephone: (____) _____ - _____, E-mail Address: _____

_____ Enclosed is my check payable to the CPCC Foundation.

_____ Please bill me in _____ (month, full payment required by June 30, 2006).

_____ Logo enclosed or _____ e-mailed to reade.baker@cpcc.edu

_____ Please have someone contact me, or _____, at
(____) _____ - _____ regarding our company logo.

Signed: _____ Date: _____

Please return form in the enclosed envelope.

NOTE – All logos are one color and all logos are a reduced percentage size of the primary Presenting Sponsor logo on all materials, collateral advertisements, and acknowledgements as determined by the CPCC Foundation Race Committee except as described otherwise herein.

*The CPCC Charlotte Skyline Run is one of 10 or more area races from which cumulative scores are recorded to determine season champions. The "Grand Prix Series" is owned by Event Marketing Services.