

2011 Aetna Park to Park 10 Miler and 5 Miler Sponsorship Levels Labor Day Monday, September 5, 2011



2,000+ person event running from City Park/Cheesman Park to All City Stadium in Denver, CO
10 Mile Run and 5 Mile Run and Walk

Event website: www.aetnaparktopark.com

Sponsorship contact: Maureen@parktopark10miler.com

	Mt. Elbert SOLD OUT	Mt. Evans \$1000	Pikes Peak \$500	Longs Peak \$200
Sponsorship Benefits				
Naming Right to the Event	x			
Logo on event t-shirts	x			
Logo on event bib number	x			
Name mentioned on all calendar listings	x			
Name mentioned on PSA's sent to local TV and radio stations	x			
Logo on event brochures	x			
Right to have a representative start the race	x			
Sponsor banner at mile marker	x			
Name or logo listed on event advertisements	x	x		
Name mentioned in e-mail blasts	x	x		
Logo on event poster to be given to all participants due Aug. 25th	x	x		
Logo posted on event facebook page	x	x	x	
Logo and link on sponsorship page of event website	x	x	x	
Booth space at event 2 day expo	x	x	x	
Booth space at post race celebration	x	x	x	
Race day PA announcement	x	x	x	
Sponsor banner on start/finish line scaffolding	x	x	x	x
Goodie bag inserts	x	x	x	x
Sponsor banner on stage at finish celebration	x	x	x	x
Complimentary race entries	x	6	3	1

In a short amount of time, the Aetna Park to Park 10 Miler has become one of the most popular events in the Denver area. Now in its 5th year, the race is considered a “must” run race. It is a great tune-up race for a fall marathon or half-marathon or as an end of summer running goal. The course provides a scenic tour through some of Denver’s best parks and neighborhoods before finishing on the track at All City Stadium.

Event Benefactor: Cancer Patients Alliance which promotes awareness, increases education, and furthers pancreatic cancer research.

Event Demographics:

62% Female

38% Male

Average Age = 38.1 years