



EMMITT SMITH

GRAN FONDO

SPONSORSHIP OPPORTUNITIES

SEPTEMBER 30
2017

ROUGH RIDERS STADIUM – FRISCO, TX

BENEFITING

Pat & Emmitt Smith
CHARITIES



EMMITT SMITH

GRAN FONDO

~~PRESENTING TITLE~~ ~~SPONSOR SOLD~~

\$125,000

BENEFITS

- **Naming rights: Emmitt Smith Gran Fondo presented by NAME with cobranded logo**
- **Pre-race meet and greet with Emmitt Smith**
- **Logo on the top scaffolding of the Start/Finish line structure**
- **Logo placement on the stage**
- **Recognition in PA announcements and race day script**
- **Complimentary registration for thirty (30) riders (choice of route) – additional riders at 20% discount**
- **Complimentary entry into the Corporate Pavilion for thirty (30)**
- **Team tent in the designated team area**
- **Designated parking area in the VIP Parking lot**
- **Complimentary team photo with Emmitt Smith**
- **Invitation to the VIP Friday Night Party for ten (10)**
- **First right of refusal for 2018 Title Sponsorship**

MARKETING & PROMOTION

- **Recognition in printed and electronic materials including event and route signage, website, press releases and other promotional materials**
- **Inclusion in five (5) social media posts from Emmitt Smith's personal channels**
- **Opportunity to provide a promotional item in the registration packet**
- **Cobranded logo included on rider print & electronic materials and rider numbers**
- **Logo on select event merchandise**
- **Logo included on rider jersey and bib**
- **Limited license to use the Emmitt Smith Gran Fondo logo in marketing materials**



EMMITT SMITH
GRAN FONDO

CORPORATE VIP PAVILION SPONSOR

\$75,000

BENEFITS

- **Naming rights for the Corporate VIP Pavilion: Corporate VIP Pavilion presented by NAME**
- **Recognition in PA announcements and race day script**
- **Complimentary registration for fifteen (15) riders (choice of route) – additional riders at 20% discount**
- **Team tent in the designated team area**
- **Designated parking area in the VIP Parking lot**
- **Complimentary team photo with Emmitt Smith**
- **Complimentary entry into the Corporate Pavilion for thirty (30)**
- **Invitation to the VIP Friday Night Party for four (4)**

MARKETING & PROMOTION

- **Recognition in select printed and electronic materials including event signage, website, press releases and other promotional materials**
- **Inclusion in three (3) social media posts from Emmitt Smith's personal channels**
- **Opportunity to provide a promotional item in the registration packet**
- **Logo on select event materials**
- **Limited license to use the Emmitt Smith Gran Fondo logo in marketing materials**



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**START / FINISH LINE
SPONSOR**
(Two Available)

\$75,000

BENEFITS

- **Prominent logo placement on one (1) side of the Start/Finish line scaffold**
- **Recognition in PA announcements and race day script**
- **Complimentary registration for twenty (20) riders (choice of route) – additional riders at a 20% discount**
- **Team tent in the designated team area**
- **Designated parking area in the VIP Parking lot**
- **Complimentary team photo with Emmitt Smith**
- **Complimentary entry into the Corporate Pavilion for ten (10)**
- **Invitation to the VIP Friday Night Party for six (6)**

MARKETING & PROMOTION

- **Recognition in select printed and electronic materials including event signage, website, press releases and other promotional materials**
- **Inclusion in three (3) social media posts from Emmitt Smith's personal channels**
- **Logo included on all rider print & electronic materials when referencing the Start/Finish line**
- **Opportunity to provide a promotional item in the registration packet**
- **Limited license to use the Emmitt Smith Gran Fondo logo in marketing materials**



EMMITT SMITH
GRAN FONDO

VIP FRIDAY NIGHT PARTY SPONSOR

\$50,000

BENEFITS

- **Recognition as VIP Party Sponsor**
- **Recognition in PA announcements and race day script**
- **Complimentary registration for ten (10) riders (choice of route) – additional riders at 20% discount**
- **Team tent in the designated team area**
- **Complimentary team photo**
- **Complimentary entry into the Corporate Pavilion for ten (10)**
- **Invitation to the VIP Friday Night Party for four (4)**

MARKETING & PROMOTION

- **Recognition in select printed and electronic materials including event signage, website, press releases and other promotional materials**
- **Inclusion in three (3) social media posts from Emmitt Smith's personal channels**
- **Opportunity to provide a promotional item in the registration packet**
- **Limited license to use the Emmitt Smith Gran Fondo logo in marketing materials**



EMMITT SMITH
GRAN FONDO

PRESENTING VOLUNTEER SPONSOR

\$50,000

BENEFITS

- **Naming rights for the Volunteer Pavilion: Volunteer Pavilion presented by NAME**
- **Recognition in PA announcements and race day script**
- **Logo on volunteer t-shirts (350-500 volunteer shirts)**
- **Complimentary registration for ten (10) riders (choice of route) – additional riders at 20% discount**
- **Team tent in the designated team area**
- **Complimentary team photo**
- **Complimentary entry into the Corporate Pavilion for six (6)**
- **Invitation to the VIP Friday Night Party for four (4)**

MARKETING & PROMOTION

- **Recognition in select printed and electronic materials including event signage, website, press releases and other promotional materials**
- **Inclusion in three (3) social media posts from Emmitt Smith's personal channels**
- **Logo included on all volunteer print and electronic materials**
- **Opportunity to provide a promotional item in the registration packet**
- **Limited license to use the Emmitt Smith Gran Fondo logo in marketing materials**



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ROUTE SPONSOR

(100 mile, 100K, 45 mile and 22 mile Available)

\$50,000

BENEFITS

- **Naming rights for the available route of your choice (100 mile, 100K, 45 mile and 28 mile). Route presented by: NAME**
- **Recognition in PA announcements and race day script**
- **Complimentary registration for ten (10) riders (choice of route) – additional riders at 20% discount**
- **Team tent in the designated team area**
- **Complimentary team photo**
- **Complimentary entry into the Corporate Pavilion for six (6)**
- **Invitation to the VIP Friday Night Party for four (4)**

MARKETING & PROMOTION

- **Recognition in select printed and electronic materials including event signage, website, press releases and other promotional materials**
- **Inclusion in three (3) social media posts from Emmitt Smith's personal channels**
- **Opportunity to provide a promotional item in the registration packet**
- **Limited license to use the Emmitt Smith Gran Fondo logo in marketing materials**



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FAMILY RIDE SPONSOR

\$35,000

BENEFITS

- **Category exclusivity**
- **Prominent logo placement on Family Rider bibs**
- **Logo on items and materials inside family activity tents and materials inside family activity tents**
- **Recognition in on-site signage**
- **Recognition in PA announcements and race day scribbles**
- **Complimentary registration for a team of five (5) riders (choice of route) – ten (10) additional riders at 20% discount**
- **Complimentary team photo**
- **Team tent in the designated team area**
- **Complimentary entry into the Corporate Pavilion for four (4)**
- **Invitation to the VIP Friday Night Party for four (4)**

MARKETING & PROMOTION

- **Recognition in select printed and electronic materials including event signage, website, press releases and other promotional materials**
- **Co-branded cheer cards along the Family Route**
- **Right to bring the "Wellness Van" to the event and conduct complimentary health screenings (location of van to be determined by charity)**
- **Right to provide wellness content to participants and/or event website**
- **Inclusion in one (1) social media posts from Emmitt Smith's personal channels**
- **Opportunity to provide a promotional item in the registration packet**
- **Limited license to use the Emmitt Smith Gran Fondo logo in marketing materials**



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BEER GARDEN SPONSOR

\$30,000

BENEFITS

- **Prominent logo placement in the Beer Garden**
- **Logo on items and materials inside Beer Garden**
- **Recognition in PA announcements and race day script**
- **Complimentary registration for a team of five (5) riders (choice of route) – ten (10) additional riders at 20% discount**
- **Complimentary team photo**
- **Team tent in the designated team area**
- **Complimentary entry into the Corporate Pavilion for two (2)**
- **Invitation to the VIP Friday Night Party for two (2)**

MARKETING & PROMOTION

- **Recognition in select printed and electronic materials including event signage, website, press releases and other promotional materials**
- **Inclusion in one (1) social media post from Emmitt Smith's personal channels**
- **Logo included on all rider print & electronic materials in reference to the Beer Garden**
- **Opportunity to provide a promotional item in the registration packet**
- **Limited license to use the Emmitt Smith Gran Fondo logo in marketing materials**



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ENTERTAINMENT SPONSOR

\$25,000

BENEFITS

- **Prominent logo placement on the stage**
- **Recognized from the stage as Entertainment Sponsor**
- **Recognition in PA announcements and race day script**
- **Complimentary registration for three (3) riders (choice of route) - ten (10) additional riders at 20% discount**
- **Team tent in the designated team area**
- **Complimentary team photo**
- **Complimentary entry into the Corporate Pavilion for two (2)**
- **Invitation to the VIP Friday Night Party for two (2)**

MARKETING & PROMOTION

- **Recognition in select printed and electronic materials including event signage, website, press releases and other promotional materials**
- **Inclusion in one (1) social media post from Emmitt Smith's personal channels**
- **Logo included on all rider print & electronic materials in reference to entertainment**
- **Opportunity to provide a promotional item in the registration packet**
- **Limited license to use the Emmitt Smith Gran Fondo logo in marketing materials**



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RACE BIB SPONSOR

\$25,000

BENEFITS

- **Prominent logo placement on all rider bibs**
- **Recognition in PA announcements and race day script**
- **Complimentary registration for three (3) riders (choice of route) - ten (10) additional riders at 20% discount**
- **Team tent in the designated team area**
- **Complimentary team photo**
- **Complimentary entry into the Corporate Pavilion for two (2)**
- **Invitation to the VIP Friday Night Party for two (2)**

MARKETING & PROMOTION

- **Recognition in all printed and electronic materials including event signage, website, press releases and other promotional materials**
- **Inclusion in one (1) social media post from Emmitt Smith's personal channels**
- **Opportunity to provide a promotional item in the registration packet**
- **Limited license to use the Emmitt Smith Gran Fondo logo in marketing materials**



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DIGITAL ENGAGEMENT APP SPONSOR

\$25,000

BENEFITS

- **Prominent branding within the app (Active branding will also be present)**
- **Recognition in PA announcements and race day script**
- **Complimentary registration for three (3) riders (choice of route) - ten (10) additional riders at 20% discount**
- **Team tent in the designated team area**
- **Complimentary team photo**
- **Opportunity to engage with approximately 2,500 participants and 1,000 spectators**
- **Complimentary entry into the Corporate Pavilion for two (2)**
- **Invitation to the VIP Friday Night Party for two (2)**

MARKETING & PROMOTION

- **Recognition in select printed and electronic materials including event signage, website, press releases and other promotional materials**
- **Inclusion in one (1) social media post from Emmitt Smith's personal channels**
- **Opportunity to provide a promotional item in the registration packet**
- **Limited license to use the Emmitt Smith Gran Fondo logo in marketing materials**

PURSE SPONSOR



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\$25,000

BENEFITS

- **Prominent branding/name recognition on all communications referencing the purse**
- **Recognition in PA announcements and race day script**
- **Recognition during the awards ceremony**
- **Complimentary registration for three (3) riders (choice of route) - ten (10) additional riders at 20% discount**
- **Team tent in the designated team area**
- **Complimentary team photo**
- **Complimentary entry into the Corporate Pavilion for two (2)**
- **Invitation to the VIP Friday Night Party for two (2)**

MARKETING & PROMOTION

- **Recognition in select printed and electronic materials including event signage, website, press releases and other promotional materials**
- **Inclusion in one (1) social media post from Emmitt Smith's personal channels**
- **Opportunity to provide a promotional item in the registration packet**
- **Limited license to use the Emmitt Smith Gran Fondo logo in marketing materials**

TEAM 22 SPONSOR

(Ten Available)



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BENEFITS

\$15,000

- **Recognition as Team 22 Partner in all Emmitt Smith Gran Fondo communications**
- **Complimentary registration for three (3) riders (choice of route) – ten (10) additional riders at 20% discount**
- **Team tent in the designated team area**
- **Complimentary entry into the Corporate Pavilion for two (2)**
- **Opportunity to engage employees at Pat & Emmitt Smith Charities Team 22 events throughout the year**
- **Invitation to Team 22 Luncheon for six (6)**
- **Invitation to the VIP Friday Night Party for two (2)**

MARKETING & PROMOTION

- **Recognition in select printed and electronic materials including event signage, website, press releases and other promotional materials**
- **Inclusion in one (1) social media post from Emmitt Smith's personal channels**
- **Opportunity to provide a promotional item in the registration packet**
- **Limited license to use the Emmitt Smith Gran Fondo logo in marketing materials**



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BREAK POINT SPONSOR

(Five Available-2 SOLD)

\$10,000

BENEFITS

- **Branding at each break point (rest stop for riders)**
- **Logo placement on break point tent and on materials/items inside tent**
- **Twenty-five (25) volunteer opportunities to staff rest stop with employees**
- **Branded t-shirts for employees**
- **Complimentary registration for two (2) riders – ten (10) additional riders at 20% discount**
- **Complimentary entry into the Corporate Pavilion for two (2)**
- **Invitation to the VIP Friday Night Party for two (2)**

MARKETING & PROMOTION

- **Recognition in select printed and electronic materials including event signage, website, press releases and other promotional materials**
- **Inclusion in three (1) social media posts from Emmitt Smith's personal channels**
- **Opportunity to provide a promotional item in the registration packet**
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CORPORATE TEAM SPONSOR

\$10,000

BENEFITS

- **Team tent in the designated team area**
- **Complimentary registration for up to twenty (20) riders (choice of route) – ten (10) additional riders at 20% discount**
- **Complimentary entry into the Corporate Pavilion for one (1)**
- **Invitation to the VIP Friday Night Party for one (1)**

MARKETING & PROMOTION

- **Recognition in select printed and electronic materials including event signage, website, press releases and other promotional materials**
- **Inclusion in three (1) social media posts from Emmitt Smith's personal channels**
- **Opportunity to provide a promotional item in the registration packet**
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BAG CHECK SPONSOR

\$10,000

BENEFITS

- **Prominent logo placement at bag check station**
- **Logo on all rider materials in reference to bag check process**
- **Complimentary registration for 5 (five) riders (choice of route) – ten (10) additional riders at 20% discount**
- **Complimentary entry into the Corporate Pavilion for one (1)**
- **Invitation to the VIP Friday Night Party for one (1)**

MARKETING & PROMOTION

- **Recognition in select printed and electronic materials including event signage, website, press releases and other promotional materials,**
- **Opportunity to provide a promotional item in the registration packet**
- **Inclusion in three (1) social media posts from Emmitt Smith's personal channels**
- **Limited license to use the Emmitt Smith Gran Fondo logo in marketing materials**