

2011 DDA Shamrock 5K Prospectus

Event Description: 18th Annual Shamrock 5K Run/Walk

Event Date & Times: Saturday, March 19, 2011; Race @ 10:30AM

Where: Riverwalk Trail w/ registration and awards @ Community Room at the Community Market, 629 Craghead Street, Danville, VA.

Prizes: Trophies to top men and women's overall finishers, Trophies to 2nd men and women's overall, Trophies to 1st 3 in each age category for men and women (Run) and top six men and women (Walk); Running Team trophies for women's team and men's team with best 3 finishers. Door prizes awarded at ceremony.

Entry Fee: Pre-Registration until March 11: \$15.00 per participant/\$10 age 19 and under; March 12-18: \$20/ \$12 age 19 and under. Race Day Registration: \$25/\$15 age 19 and under. Tee-shirts to the first 200 registrants

Sponsorship Opportunities: Sponsorship Opportunities include:

(May be in cash or in product or services)

- **Platinum - \$500 & up:** Name and logo (if desired) listed on tee-shirts, name on brochures, and on sponsor banner at the event and in all advertisements and news releases. 3 free entries to race.
- **Gold - \$250 – \$499:** Name listed on all brochures and at the event. 2 free entries to race.
- **Silver - \$100 - \$249:** Name listed on all brochures. 1 free entry to race.
- **Bronze – Door Prize Donations:** Recognition at event awards.

Promotion Plan: Promotional plan includes direct mail to 600+ participants of past local events, listing in major running periodicals, news releases, public service announcements on radio. Tee-shirts will include event name and year and Platinum sponsor's names.

Event Contact:

Robert Brooks, Race Director: (434) 797-1958 or (434)251-2237

Or by e-mailing to downtowndan@gamewood.net