

Sponsorship Overview The Great Michigan Race



The 2nd annual Great Michigan Race will take place on May 19, 2012. Once again Rochester will be the playground for 200 four-person teams who will test their athleticism and problem-solving skills in a race to the finish line. There will be 10 challenge sites along a route that's approximately 5 miles long through the Greater Rochester community. Each site will have either a physical or mental challenge that each team must complete to continue on to the next site. Some of last year's challenges included zip lining across Paint Creek, Fire Fighter's Challenge where teams had to hook up a fire hose and shoot various targets, a hockey skills challenge, and teams trying to pull some knowledge from their youth using the dewy decimal system at the library.

In addition to the race, the Family Fun & Fan Park will be set up on the corner of Water and 3rd Streets. Food, activities and entertainment will be available for family and friends of the race participants and the community.

Concluding the event will be an awards celebration with prizes. Event proceeds will benefit Special Olympics Michigan. For more information call 248.924.5995 or visit www.GreatMichiganRace.com.

The event...

- exciting challenge-based race
- signature event to benefit Special Olympics Michigan
- Saturday, May 19, 2012 in Rochester area
- state-wide exposure

The race...

- battle of wits, problem-solving and athleticism
- 10 challenge sites along a 4-5 mile route in 5 hours
- 200 four-person teams
- registration fee per team \$500 (however, teams can fundraise the entire amount)
- "fast pass" option to skip a challenge as fundraising incentive
- clue-based race with twists along the route
- dozens of opportunities to win and participate

The celebration...

- family fun & fan park as primary viewing area & activities for kids of all ages
- post-race celebration & site of final challenge with thousands in attendance
- awards presentation
- Special Olympics Michigan check presentation
- celebrity host/emcee
- prizes, food & entertainment

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The benefactor... *Special Olympics Michigan*

- athletes of all ages with intellectual disabilities participate in trainings & competitions at no cost
- over 18,000 athletes annually compete in 23 Olympic-type sports that are supported by more than 20,000 volunteers throughout Michigan
- SOMI programs are 100% donor-funded

The support...

Honorary Host Committee:

Lois Arnold, Special Olympics Michigan President & CEO

Bryan Barnett, Mayor of Rochester Hills

Jeffrey Cuthbertson, Mayor of Rochester

Anne Goudie, Special Olympics Michigan Board Member

Sheri Heiney, Rochester Regional Chamber Director

Don Loding, Special Olympics Michigan Board Member

Marye Miller, Director Older Person's Commission

John and Mary Modetz, Modetz Funeral Homes

Lynn Orfgen, Crittenton Hospital President & CEO

L. Brooks Patterson, Oakland County Executive

Frank Rewold, Royal Park Hotel Partner

Kristi Trevarrow, Rochester DDA

Community Support:

City of Rochester

City of Rochester Hills

Crittenton Hospital

Oakland County

Oakland County Parks & Rec

Oakland University

Older Person's Commission

Rochester DDA

Rochester Regional Chamber of Commerce

The opportunity...

- not another golf outing
- not another charity walk
- not another marathon
- this exciting new race concept will engage your consumer demographic
- *maximize your exposure!*

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The perks... *Intangible Benefits*

- great exposure in community and relationship builder
- being part of a newsworthy event
- affiliation with a unique and FUN concept
- creative promotional opportunities through contests
- first right of refusal for 2013 events and expansion

The promotions... *Pre-event media, collateral, online benefits based on sponsorship level*

- logo inclusion in printed and promotional materials
- inclusion in public relations initiatives
- insertion in all email and social media campaigns
- logo and active link inclusion on event website
- feature article on event website
- possible feature opportunities through media outlets

The momentum...

- 1st annual event was a huge success
- 17 of 18 sponsors returning to support 2012 event
- 96% of participants have said they will participate again
- over 50 active community leaders supporting the event
- endorsement by over 20 partner organizations that increase exposure
- support of the film industry and Star Wars characters for family fun & fan park

The finish... *Race day celebration benefits based on sponsorship level*

- race team entry of 4-member team(s) with online fundraising page(s)
- logo inclusion on video board and city, site and celebration signage
- site space for marketing outreach & product sampling
- integration in team passports and product inclusion in team backpacks...team keepsakes
- guest admissions to VIP reception
- special recognition during awards ceremony and celebration

Post-event hype... *Residual Benefits*

- inclusion in summary coverage through media and press releases
- highlights in "special thanks" initiatives through website and social media
- opportunities for post-race target messaging to racers
- being part of a successful event that racers will want to sign up for in 2013



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Get involved...

We offer many levels of sponsorship to get your business and brand in the race. A complete sponsorship deck can be sent electronically per your request. Sponsorship opportunities include but are not limited to:

- Traditional Sponsorships (Title, Presenting, Event, etc)
- Prize Package Sponsors (donate a product/service as a prize for our participants)
- In-Kind Sponsors
- Crittenton Family Fun & Fan Park Exhibitor
- Customized Sponsorship Opportunities (Let's sit down and talk)

The investment...

See full Sponsorship Deck for investment and inclusions per sponsorship category listed above.

The contacts...

Rick
248.444.7774
rick@greatmichiganrace.com

Kathy
248.924.5995
kathy@greatmichiganrace.com