

**GREAT
MICHIGAN
RACE
ROCHESTER**
10 Fun Challenges · 1 Special Charity

May 2011

We encourage you to get in the race...the **2nd Annual Great Michigan Race** benefitting Special Olympics Michigan.

Once again the Greater Rochester area will be the playground for 200 four-person teams who will test their problem-solving skills and athleticism in a race to the finish line in the 2nd Annual Great Michigan Race on Sunday, October 9, 2011. An approximate 5 mile competition route throughout the scenic community sets the stage for twists and turns with every step as teams race to each of the 10 challenge sites where they will complete a physical or mental challenge. Last year's challenges included zip lining, working in teams as fire fighters to shoot down targets, and remembering the dewy decimal system to find key books at the library.

Family and friends of the race and those who live in and support the community will have a chance to enjoy the day by joining us at the Family Fun & Fan Park, located at the corner of 3rd & Water streets. There will be plenty of activities for the whole family to enjoy including food, kids activities, live entertainment, as well as the finish line and final challenge of the Great Michigan Race.

We challenge you to engage your staff, coworkers, friends and family with a team (or two) of your own! Forming a team is a great way to enjoy some friendly competition in support of a GREAT cause...the continued programming for our special needs athletes.

Outside of getting involved through team commitment, there are many other ways to get involved including sponsorship on various levels, or volunteering to help with the race. We welcome the opportunity to walk you through the available options—we have the ability to get very creative in incorporating your brand in an experiential way.

Thank you in advance for your time and consideration, and I look forward to hearing from you to get your team/business in the race. To learn more about the event or to get involved, please visit us online at www.greatmichiganrace.com or contact our headquarters at 248.924.5995.

Don't delay...get in the Great Michigan Race today!

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Sunday 10.9.11

2011 Partnership Opportunities



for the benefit of **Special Olympics**
Michigan

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the event...

- 2nd annual Great Michigan Race
- Exciting clue-based challenge race
- Signature event to benefit Special Olympics Michigan
- Hosted in Rochester on Sunday, October 9, 2011
- State-wide exposure



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the race...

- Battle of wits, problem-solving & athleticism
- 10 challenges within 5 hours along a scenic route
- 200 four-person teams within 20 divisions
- Team entry fee \$500 (non-corp.) / \$1,500 (corp.)
- “Fast Pass” option to skip a challenge offered as fundraising incentive (included in corp. team)
- Clue-based race with fun twists along the route
- Dozens of opportunities to win & participate

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the family fun & fan park...

- Great Michigan Race start & finish line
- Great Michigan Race final challenge
- Live entertainment
- Fun for the whole family
- Vendors, activities, and a kid's challenge
- Food & beverages
- Special Olympic integration
- And so much more

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the celebration...

- Located at the Family Fun & Fan Park
- Post-race celebration with thousand of attendees
- 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 and competitions at no cost.
- Over 20,000 athletes annually compete in 23 Olympic type sports that are supported by more than 20,000 volunteers.
- Programs are 100% donor-funded.

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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

Dr. Gary Russi, Oakland University President

Kristi Trevarrow, Rochester DDA

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the word is out...

GREAT MICHIGAN RACE

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Sunday
10.9.2011

10AM - 4PM

RUN, WALK OR CRAWL!

Test your *athleticism* and *problem-solving* skills along a 5-mile route throughout the scenic Greater Rochester community.

Be the first of 200 4-person teams to complete each of the 10 physical and mental challenges along the way and become this year's winner of The Great Michigan Race!

Food, activities & entertainment for family & friends of racers and the community at the Family Fun and Fan Park located next to the Rochester Mills Beer Company.

Event concludes with awards celebration & prizes. Event proceeds benefit Special Olympics Michigan.

To Register a Team, become a Sponsor or Volunteer visit us online or call 248.924.5995.



REGISTER YOUR TEAM TODAY! www.GreatMichiganRace.com

Check us out online to view last year's exciting challenges & event videos!



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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 2012 Rochester event

the promotions...

Pre-Event Media, Collateral and Online Benefits:

- Logo inclusion in printed materials (posters, postcards, flyers)
- Inclusion in press releases as well as various public relations initiatives
- Insertion in various email and social media campaigns
- Logo and active link inclusion on event website
- Feature article on event website
- Possible interview opportunities through media outlets

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the finish...

Race Day and Celebration Benefits:

- Race team entries of 4-member team(s) with online fundraising
- Logo inclusion: Video board, Site and Celebration Signage
- Site booth for marketing outreach
- Sponsorship featured in team passports and product inclusion in team backpacks...team keepsakes
- Possible interview opportunities with media in attendance
- Guest admissions to VIP reception
- Special recognition during awards ceremony and celebration

the 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 2012

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See sponsorship investment/inclusions
worksheet for full details

the partnership...

Partnership Levels:

- Title: Includes naming rights to the event (i.e. ABC Corporation Great Michigan Race); logo integration on all materials/team entries, and a multitude of other inclusions.
- Presenting: Receive great brand recognition within your community by being the presenting sponsor for the 2012 Great Michigan Race (i.e. Great Michigan Race presented by ABC Corporation).
- Family Fun & Fan Park: Your company can be the Host to the 2012 Family Fun & Fan Park.
- Event: Supports the entire Great Michigan Race on various levels.
- Final Challenge & Awards Ceremony: Host the event's "Final Challenge" and the Post-Event Awards Ceremony.
- Corporate Team: Support a team of colleagues or clients by entering them in the Great Michigan Race. Teams can wear company gear for the event.
- Challenge Site: Integrate your brand into one of the 10 challenge sites.

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in-kind opportunities...

In-Kind Partnership Opportunities:

- Entertainment State Sponsor
- Volunteer Breakfast and Lunch Sponsor
- Awards Sponsor
- Transportation Sponsor
- Photography Sponsor
- Videographer Sponsor
- Family Fun & Fan Park Vendors (children's activities)
- Contact us for a full list of opportunities

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the contact...

www.GreatMichiganRace.com

Rick: 248.444.7774

Lynne: 248.977.9183

GMR HQ: 248.924.5995

rick@greatmichiganrace.com

2011 GREAT MICHIGAN RACE	Title Sponsor	Presenting Sponsor	Family Fun & Fan Park Presenting Sponsor	Event Sponsor	Final Challenge & Awards Ceremony Challenge	Corporate Team Sponsor	Challenge Site Sponsor
Investment	\$15,000	\$8,500	\$5,000	\$2,750	\$2,000	\$1,500	\$1,000
Quantity	1	1	1	4	1	20	10
Intangible Benefits							
Naming Opportunity	X						
Future State-wide Expansion	X						
Pre-event Promotions	X	X					
Honorary Host Committee Member	X	X	X				
Category Exclusivity	X	X	X	X	X	X	X
Official Product Designation	X	X	X	X	X	X	X
First Right of Refusal 2012 Rochester	X	X	X	X	X	X	X
Newsworthiness	X	X	X	X	X	X	X
Community Goodwill	X	X	X	X	X	X	X
Grassroots/Ground Floor Opportunity	X	X	X	X	X	X	X
Promotional Opportunities (Contests)	X	X	X	X	X	X	X
Pre-Event Benefits							
Media/Public Relations							
Billboard Advertising							
Media Partnership Mentions	X	X	X				
Interview Opportunities	X	X	X	X	X	X	X
Print	X	X	X	X	X	X	X
Press Release Inclusions	X	X	X	X	X	X	X
Collateral Materials/Signage							
Special Mailings/Invitees	X	X	X				
City Signage	X	X	X	X			
Posters	X	X	X	X			
Yard Signs	X	X	X	X			
Team Registration Materials	X	X	X	X			
Event Brochures/Flyers	X	X	X	X			
Event Email Blasts	X	X	X	X			
Web							
Integration in Social Media Campaigns	X	X	X				
Inclusion in Event Calendar Listings	X	X	X				
Listing on Special Olympics site	X	X	X				
Event Website Feature Article	X	X	X	X			
Event Website Logo Integration	X	X	X	X	X	X	X
Day-of Race Benefits							
Team Entries	2 Teams	1 Team	1 Team			1 Team	
Media/Public Relations							
Media Exposure (Print, Radio, TV)	X	X	X	X	X	X	X
Interview Opportunities	X	X	X	X	X	X	X

Press Release Inclusion	X	X	X	X	X	X	X
Collateral Materials/Signage							
Starting Line Mats/Signage	X	X		X			
Corporate Banners at Each Challenge							X
Volunteer Uniforms	X	X	X	X	X	X	X
Race Official Uniforms	X	X		X			
Team Race Bibs	X	X		X			
Fast Forward Pass	X	X		X			
City Signage	X	X	X	X			
Course Signage	X	X		X			
Scorecards/Passports (1/Team)	X	X	X	X	X	X	X
Team Shirts	X	X	X	X	X	X	X
Challenge Sites (10)							
Check Point Stamps	X						
Penalty Stamp/Hole Punch	X						
Route Markers	X	X					
Check Point Markers							
Check Point Mats							
Route Information Clues (2,000)	X	X					X
Challenge Integration Opportunities	X	X					X
Audio Mentions/Speaking Opportunities							
Orientation Room Mentions	X	X	X	X	X		X
Orientation Room Signage	X	X		X			
Starting Line Mentions	X	X	X	X	X	X	X
Product Sampling							
Product Kiosks							
Product Inclusion in Contestant Back Pack	X	X	X	X	X	X	X
Day-of Celebration Benefits							
VIP Reception							
Sponsor Party/VIP Reception	8 Tickets	4 Tickets	4 Tickets	2 Tickets	2 Tickets	2 Tickets	2 Tickets
Collateral Materials/Signage							
Awards Podium/Step & Repeat Wall							
Welcome/Congratulations Banner	X	X		X			
Host Facility Signage	X	X	X	X	X	X	X
Audio Mentions/Speaking Opportunities							
Award Presentation (Sponsor Hosts)	X	X	X		X		
Live Mentions During Awards Presentation	X	X	X	X	X	X	X
Product Sampling							
Product Placement Throughout	X	X	X	X	X		
Sampling Opportunities	X	X	X	X	X		
Coupon Opportunities	X	X	X	X	X	X	
Media/Public Relations							
Radio/TV/Print Event Summary Coverage	X	X	X	X			
Press Release Event Summary	X	X	X	X	X		X
Final Standings Summary Inclusion	X	X	X				

Post - Event Survey Mentions	X	X	X	X	X		X
Sampling Opportunities (Post-Race Mail)	X	X	X	X	X	X	
Coupon Opportunities (Post-Race Mail)	X	X	X	X	X	X	X
Post-Event "Cooler Talk"	X	X	X	X	X	X	X