

milesfor meso Sponsorship Opportunities



What is Miles for Meso?

Miles for Meso is a national 5K fundraising race & fun walk for mesothelioma cancer. The flagship race takes place every September in Alton,

Illinois in observance of National Mesothelioma Awareness Day. This year's race is Sept. 24 and benefits the Mesothelioma Applied Research Foundation.



Why should I be a sponsor?

Miles for Meso attracts a large crowd in downtown Alton. Last year, more than 500 people participated. This year we are partnering with the Alton

Visitors Bureau and the city of Alton and expect even greater turnout. Don't miss this great opportunity to showcase your business to the community & our visitors.

Sponsorship Levels

\$500 Bronze Sponsorship

Companies who make a minimum \$500 donation will receive the following benefits:

- Company name on posters & registration flier
- Small company logo on T-shirt
- Company logo/name on Miles for Meso website
- Promo items/marketing materials included in race goody bag
- Booth and preferential placement with listing on the Miles for Meso website
- 4 Race Day Passes

\$1,000 Silver Sponsorship

Companies who donate a minimum \$1,000 will receive, in addition to the Bronze /Package, the following benefits:

- Company logo & name displayed on posters and registration flier
- Medium company logo on T-shirt
- Inclusion in press releases & e-blasts.
- Signs displayed on the race course
- Company logo & name displayed on Sponsorship web page with link
- 8 Race Day Passes

\$2,000 Gold Sponsorship

Companies who make a minimum \$2,000 donation will receive, in addition to the Bronze & Silver Packages, the following sponsorship benefits:

- Prominent signage & sponsorship credit at the race including the water/drink area, children's activities, awards area and race route
- Large logo on T-shirt
- Priority placement in press releases, e-blasts & social media campaigns
- 4 VIP Race Day Passes* (In addition to 8 regular Race Day Passes)



\$5,000 Platinum Sponsorship Package

Includes all of the above and the following:

- Logo included in 2012 Miles for Meso Race Day Video
- Sponsorship of the Partners Dunking Booth
- "Throw til He Goes" pass to dunk John Simmons (or other Firm Executive)
- 8 VIP Race Day passes*
- Inclusion in race ads

*VIP Passes provide access to the Platinum Sponsorship Luncheon after the race on the firm's sixth floor.

Presented by



What if I just want to participate, but not sponsor the Alton Miles for Meso?

You don't have to be a sponsor to participate in the Alton Miles for Meso. A \$100 VENDOR DONATION will allow you to set up a booth and pass out any of your promotional materials and/or provide sample products during the 2011 Alton

Miles for Meso 5K race. Preferential placement is given to Bronze, Silver, Gold and Platinum sponsors. Vendors' booths must be in compliance with all of the city of Alton's ordinances and vendor requirements.

