

# Wisconsin Marathon and Half Marathon Dells



SPONSORSHIP PACKET

SUNDAY,  
OCTOBER 23, 2011



[WWW.DELLSMARATHON.COM](http://WWW.DELLSMARATHON.COM)

*Dear Potential Sponsor,*

Adrenaline Sports Management would like you to be a part of our Second Annual Wisconsin Dells Marathon and Half Marathon. The event was a huge success last year with 1,200 runners in addition to all of the volunteers, families, and visitors. The race is scheduled to start from the Chula Vista Resort on October 23, 2011 and continue through the beautiful downtown area of the Wisconsin Dells. This exciting event will be attracting thousands of runners, families, and spectators from all over the Midwest.

Sponsors are a big part in every event and we would appreciate any contribution to help make this event successful. Our various packages include everything from flyers in our goodie bags to your company's name on our t-shirts. Booths will also be provided for your company at our thriving expo. These booths will allow you to meet face to face with over 2,000+ participants in order to get maximum exposure at the event. Each sponsor will receive continual marketing of their product through an experienced team online, in the press, and at the event.

Please contact Heather Frayn at [hfrayn@adrenalinesportsmanagement.com](mailto:hfrayn@adrenalinesportsmanagement.com) or (847) 829-4538 for any questions or concerns regarding the event or event sponsorships. Information about the race can be found at [www.dellsmarathon.com](http://www.dellsmarathon.com). We hope you are interested in contributing to the Dells Marathon and Half Marathon!

Thanks,

*Aaron Del Mar*

Owner  
Adrenaline Sports Management

# SPONSOR EXPOSURE & BENEFITS:

- Organization name and logo will be displayed throughout the day on signs and other race related accessories.
- Exposure to event participants, general public, and media residual impact race gear, complete with logos, kept year after year.
- Different levels of sponsorships allow the opportunity for organizations to be included in event promotions including press releases, flyers, websites, brochures, etc.
- Sponsors are invited to attend the event and promote their product or service directly from a vendor booth.
- Build up the community awareness of your product or service.
- All sponsors have the chance to include small donations, coupons, or samples in our gift bags that are handed out to each participant.

Thank you to our 2011 Wisconsin Dells Marathon and Half Marathon Sponsors:



# SPONSOR LEVELS



	Dells Marathon Title Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Product Sponsor
Part of Event Logo						
Placement of name on runner gift packets						
Complimentary Exposition Booth						
Promotional Signage						
Email Blast to over 100,000 Emails						
Placement on all press releases						
Placement on Back of T-Shirt						
Placement on over 20,000 Flyers						
Listed on Website as sponsor						
Placement of premiums in Goody Bags						

- Each sponsor level offers a different level of exposure for your company. Our staff will work with you to customize your sponsorship and create new features for our event that fits into your budget.

# ABOUT US:

- Adrenaline Sports Management, Inc. (ASM), powered by Articulate Promotions, was founded in 2008 and is an event management company specializing in the development and production of athletic events throughout the Midwest. In the past few years, ASM has organized and put on numerous successful races and other athletic competitions. The experienced staff aims to make each event enjoyable, unique, and memorable.
- ASM has planned several popular events including the Santa Hustle, Bunny Dash, and the summertime sensation: The Cornhole Classic. The ASM staff prides themselves on producing a quality event and ensuring each event runs smoothly, down to the smallest detail. With over a dozen planned events for 2011, ASM is one of the most competitive sports event planning organizations in the Chicago-land area.
- ASM has been featured on the Rachael Ray Show and in USA Today for their outstanding events. Don't miss out on your possible opportunity for national exposure.



# INTERESTED IN SPONSORING THE DELLS MARATHON?

## CONTACT :

Heather Frayn, Event Director

Adrenaline Sports Management Marketing Team

770 Industrial Drive

Cary, IL 60013

Phone: (847) 829-4538

Fax: (847) 829-4577

[hfrayn@adrenalinesportsmanagement.com](mailto:hfrayn@adrenalinesportsmanagement.com)



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