



# 2012 Sponsorship Info

The objective of the Texas Round-Up is to inspire Texans to take control of their health and build a lifestyle that includes fitness. Each year, we organize the Texas Round-Up 5K and Family Mile to provide an incentive and inviting entry into a health and fitness based lifestyle. We work with organizations throughout Texas to help their members and employees take that first step towards healthy living.

The current initiative of the Texas Round-Up is to increase youth participation in sport. Proceeds from the Texas Round-Up 5K and Family Mile event are donated to public elementary schools in Texas so that they may improve the opportunities of youth to participate in sports and fitness.

2012 will be the 9<sup>th</sup> annual Texas Round-up event.

## Event Facts

<b>Event Date:</b>	Saturday, April 28 <sup>th</sup> 2012	<b>Distances:</b>	5K Run & Family Mile
<b>Location:</b>	Bob Bullock Texas State History Museum, Austin	<b>Number of Participants</b>	3000 +

## Beneficiary

The Texas Round-Up is 501(c)(3) non-profit organization. Its mission is to improve the health of Texans through education and promotion of physical activity and healthy living. 100% of the proceeds of the Texas Round-Up event will be used to support health and fitness initiatives in Texas via the Texas Round-up initiatives and by directly donating funds to health and fitness programs in Texas.

## Sponsorship Opportunities

Level	Benefits	Requirements
Title	<ul style="list-style-type: none"> <li>Title Sponsorship: Company name included in race title.</li> <li>Logo placement in all ads &amp; marketing materials.</li> <li>Logo featured prominently on finish line.</li> <li>25 complimentary entries.</li> <li>All benefits of levels below.</li> </ul>	\$50,000. Or \$25,000 and donation of in-kind goods or services.
Gold "Exclusive Partner"	<ul style="list-style-type: none"> <li>Company and/or Product will have exclusive rights to every part of the event in their designated category. Company and/or Product will be the only one marketed / sampled / sold / present for the entirety of the event.</li> <li>Free advertising in participant guide.</li> <li>Frequent announcer mentions during event.</li> <li>10 complimentary entries.</li> <li>All benefits of levels below.</li> </ul>	\$10,000. Or \$5000 and donation of in-kind goods or services.
Silver "Official Partner"	<ul style="list-style-type: none"> <li>Company and/or Product will be the only Company and/or Product marketed for the entirety of the event in the designated category.</li> <li>Free full color half page advertisement in participant guide.</li> <li>5 complimentary entries.</li> <li>All benefits of levels below.</li> </ul>	\$5000 or in-kind donation of goods or services
Bronze	<ul style="list-style-type: none"> <li>3 complimentary entries.</li> <li>Branding exposure at the point of contribution.</li> <li>All benefits of levels below.</li> </ul>	\$1000 or in-kind donation of goods or services
Sponsor	<ul style="list-style-type: none"> <li>Logo on sponsor page of event website in sponsorship level group.</li> <li>Discounted advertising rate in participant guide.</li> <li>Complimentary booth at post race carnival &amp; race expo.</li> </ul>	\$500 or in-kind donation of goods or services

Direct inquires to: [sponsorship@texasroundup.org](mailto:sponsorship@texasroundup.org)