



River, Roots & Ruts Trail Run Sponsorship Opportunities

The River, Roots and Ruts Trail Run (RRRTR) has become one of the most popular trail running events in this region, attracting runners from all over Florida, many other states, and even other countries. The Eight Annual RRRTR will be held at Lee County's Caloosahatchee Regional Park (CRP) in Alva on Sunday, January 09, 2011. The event will consist of a Half Marathon (13.1 miles), two-person Relay Half Marathon and a 5K Fun Run.

Visibility and Charitable Opportunities

It takes a team effort to carry out this annual race for runners and their families. Staff and volunteers from the Lee County Park system join with volunteers from many community organizations to plan and conduct the event, all coordinated under the expert guidance of race managers in the Fort Myers Track Club. And it is our sponsors that allow us to make this event special, to give it its unique flavor.

Please consider joining our growing list of contributors who have helped make the River, Roots & Ruts Trail Runs memorable events for all involved:

2010 Sponsors

Johnson Engineering (Silver Sponsor)
High Cotton Printing (Silver Sponsor)
Johnson Custom Painting (Silver Sponsor)

Run Florida Running Store
Mizuno Trail Shoes
Best Western Hotels
Lee County Sports Authority
Road ID
Runner's World
Trail Runner

The Bagel Factory
Publix
Sun Harvest Citrus
Wow Green
Middle Valley Lumber
Cabot Cheese

In addition to supporting a unique, fun event, your sponsorship will enable you to communicate with an audience of running enthusiasts and charitable organizations during a promotional campaign that lasts for the better part of a year. The race is advertised and featured in national magazines and local media. Our internet site, which is regularly updated, is actively visited by potential racers throughout the year.

Proceeds from the RRRTR are distributed each year to not-for-profit 501(c)3 organizations associated with the Caloosahatchee River and the CRP. We have distributed funds to support the educational programs of the Caloosahatchee River Citizens Association, Audubon of Southwest Florida, the Corkscrew Regional Ecosystem Land and Water Trust, and the Friends of Charlotte Harbor Aquatic Preserves. In addition we have shared race proceeds with the Florida

Mudcutters Mountain Bike Club, whose members maintain the trails at the CRP. Your sponsorship will help support and improve the event **and** the participating organizations.

Sponsorship Opportunities

Your sponsorship role entitles you to the following:

- Official sponsorship status
- Logo displayed on RRRTrail.com web site and linked to your site
- Opportunity to have a display booth/table at the event
- Opportunity to have employees/clients volunteer at aide stations during the race and at the awards ceremony.
- The RRRTR team will support creative ventures that your organization is willing to pursue in coordination with this event.

Sponsorship Levels

- **Title Sponsor \$3000 (limit 1)**
With this level the run will be *yours*. Your business name will be incorporated in all mediums, i.e., The “2011 *ACME* “ River, Roots and Ruts Trail Run. You will be invited to participate in the presentation of the awards after the run. You will also have first right of refusal for the 2012 event in addition to all incentives awarded to the Platinum Level Sponsor.
- **Packet Sponsor \$2000 (limit 1)**
Your business name and logo will be printed on our organic cotton race packets. All half marathoners and relay team members will receive this unique bag, which will also be a featured door prize for our Fun Runners. Participants will be reminded of the run and your support, as the bag can be reused over and over again as a grocery, book, or what have you, bag. You will receive all the incentives awarded to the Platinum Level Sponsor.
- **Platinum Sponsor \$1000**
Your logo will be displayed prominently on event shirts, and on all race literature produced for the event, and a link to your business will be placed on the RRRTrail.com web site. You will receive a custom award, plus all the incentives of a Gold Sponsor.
- **Gold Sponsor \$500**
Your logo will be displayed on event shirts, and on all race literature produced for the event, and a link to your business will be placed on the RRRTrail.com web site. You will receive a race hat, an event shirt, 2 complementary entries to the Half Marathon and up to 5 Fun Run entries.
- **Silver Sponsor \$250**
Your logo will be displayed below other sponsors on event shirts, and on all race literature produced for the event, and a link to your business will be placed on the RRRTrail.com web site. You will receive a race hat, event shirt, one entry to the Half Marathon and two entries to the Fun Run.

- **Bronze Sponsor \$100 or In-Kind Donations**

Your name will be displayed below other sponsors on event shirts, and on all race literature produced for the event, and a link to your business will be placed on the RRRTrail.com web site. You will receive one event shirt.

For More Information, Contact:

Steve Brookman, Race Director

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