



DF RACE  
MTY RACE  
GDL RACE  
Total  
3 GNC RACES

SPONSORSHIP PACKAGES				Runners	Date
\$ 30,000.00	\$ 18,000.00	\$ 11,000.00	\$ 1,500.00	6000	12-jun
\$ 20,000.00	\$ 10,000.00	\$ 5,000.00	\$ 1,000.00	3000	28-ago
\$ 19,000.00	\$ 9,000.00	\$ 5,000.00	\$ 1,000.00	3000	23-oct
\$ 69,000.00	\$ 37,000.00	\$ 21,000.00	\$ 3,500.00	12000	
SPONSORSHIP 3 RACE PACKAGE DISCOUNT					
\$ 55,200.00	\$ 32,173.91	\$ 18,103.45	\$ 2,916.67		
AAA	AA	A	Stand	GNC	VENDOR

**Branding**

Media Plan						
1st Split + additional cost	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	*	
2nd Split	ok				*	
3rd Split	ok	ok			*	
	AAA	AA	A	Stand	GNC	VENDOR

Digital Branding						
Logo on web site of the race	ok	ok	ok		*	
Web - main banner on the site of the race	ok	ok			*	
Web - main banner on the official site of gnc mex	ok				*	
Facebook - brand mentions	ok	ok	ok		*	
Facebook - brand images and life styles	ok	ok			*	
Mailing - Logo in mailing	ok				*	
	AAA	AA	A	Stand	GNC	VENDOR

Press Branding						
Magazine - Logo Runners World	ok				*	
Press - Logo on press media	ok	ok			*	
Posters - Logo on posters	ok	ok	ok		*	
Flayers - Logo in flayers	ok	ok	ok		*	
Diplomas - Logo in race diplomas	ok	ok			*	
Tshirt Staff - Logo	ok				*	
Tshirt Runners - Logo.	ok	ok	ok		*	
Tshirt WarmUp - Logo	ok				*	
	AAA	AA	A	Stand	GNC	VENDOR

Press Conference						
Hostess	ok					*
Sponsor Announcement	5	3	1		*	
Logo on press wall	ok	ok	ok		*	
Products on meda press table	ok					*
	AAA	AA	A	Stand	GNC	VENDOR

Expo						
Promos in goody bags	ok	ok	ok			*
Hostess	ok	ok	ok			*
Sponsor Announcement	10	5	2		*	
Logo in Welcome banner	ok	ok			*	
Brand Banners	ok				*	
Stand de 3 x 3		ok	ok	ok	*	
Stand de 6 x 3	ok				*	
Logo in perimeter banners	ok	ok	ok		*	
	AAA	AA	A	Stand	GNC	VENDOR

Race						
Hostess in the start and finish line	ok	ok				*
Sponsor Announcement	10	5	2		*	
Logo in perimeter banners	3	2	1		*	
Logo in the start and finish breach	ok	ok	ok		*	
Inflables	ok	ok			*	
Stand de 3 x 3		ok	ok			*
Stand de 6 x 3	ok					*
Banner on VIP Zone	ok				*	
Logo on podium press wall	ok	ok	ok		*	
Hostess	ok					*