



Icarus Florida UltraFest

www.icarusfloridaultrafest.com

An event like no other...and an opportunity like no other.

Are you interested in reaching a targeted market of seriously health conscious people?

Would you like the opportunity to receive the most amount of exposure for your dollar?

Consider sponsoring the Icarus Florida UltraFest.

What is this event?

The Icarus Florida UltraFest is a six day running festival complete with a six day race, and 13 separate races -- all occurring within the six days.

What this means for our sponsors is mass exposure!

Held in Snyder Park, on a 1Kilometer course, runners competing in all races will see our sponsor banners approximately 10 times every hour. Additionally, all runners will receive a race packet with sponsor materials, and be given the official race tee shirt with sponsor logos.

Are you interested in promoting your company to this unique group of ultrarunners?

Here are our sponsor levels:

Bronze(\$300-\$500): Bronze level sponsorship includes a company brochure in our race packet, a logo on our website, and on the official race tee shirt. With over 300 expected participants, and 2000 monthly hits to our website and facebook page, this equals over 5000 company impressions.

Silver(\$500-\$750): Silver level sponsorships includes a company brochure in our race packet with a company coupon or sample, a logo on our website, and on the official race tee shirt. Additionally, this sponsorship level includes a company coupon, sample or free trial in our race packet. Like the Bronze level sponsorship, this sponsorship can expect over 5000 company impressions, plus a company sample, coupon, or free trial.

Gold(\$750-\$1,000): Gold level sponsorship includes a company brochure in our race packet, a company logo on our website, and on the official race tee shirt, a company coupon or sample in the race packet, a free entry in any Icarus race, and a banner with company logo at the race. With all of this exposure, the Gold level sponsorship can expect company impressions into the several thousands.

Title(\$1,000+): Title level sponsorship includes all of the benefits of the Gold level sponsorship plus sponsor name mentioned in all media materials and interviews and a table or booth at the event. Not only does title sponsorship market reach above 10,000 impressions, but also offers a company's patrons and products to speak directly to several hundred competitors and supporters.

*All donations can be made tax deductible.

The event is founded and directed by The International 100+ Ultrarunning Foundation, Inc., a 501(c)(3), organized under Road Runners Club of America Group Tax exemption, that supports and promotes international ultrarunning competitions, education, and organization of different events. For more information, visit

www.internationalultrarunning.com

