## Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>$15,000 Presenting Sponsor</th>
<th>$10,000 Signature Sponsor</th>
<th>$5,000 Supporting Sponsor</th>
<th>$2,500 Brand Promotion</th>
<th>$500 Race Packet Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company/Brand logo/name listed on Optometry Cares® Website</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Place item in runner race packet (e.g. brochure or other item)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Recognition in AOA Member E-blast (~30,000 members)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Company/Brand logo/name printed on mile marker signs (3)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Promotional Space at the Race</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Company/Brand logo/name on technical race t-shirt</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company/Brand logo/name listed in Optometry’s Meeting® (OM) Website</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company/Brand logo/name listed in OM’s Smart Device App</td>
<td>●</td>
<td>●</td>
<td></td>
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</tr>
<tr>
<td>Opportunity to address the runners prior to race (5 min. speech)</td>
<td></td>
<td></td>
<td>●</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Privilege of announcing the race start (i.e. “shot gun” start)</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Company/Brand logo/name on Start/Finish Banner</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Company representative invited to present top finisher awards</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Receive Race Entries</td>
<td>10 entries</td>
<td>5 entries</td>
<td>3 entries</td>
<td></td>
<td>●</td>
</tr>
</tbody>
</table>

*Some items may be time sensitive

## Race Information

**Saturday, June 23, 2018 in Denver, Colorado**

**Sponsorship & Brand Advertisement Opportunities**

### Race Information

- **Saturday, June 23, 2018 during Optometry’s Meeting®**
- 3.1 mile course will race in the vibrant Auraria Campus in Downtown Denver
- $30 Race Entry Fee will include a Race Packet, Chip-Timed Bib, & a Technical t-shirt
Presenting Sponsor—$15,000
- Company/Brand logo/name listed on Optometry Cares® Website
- Place item in runner race packet (e.g. brochure or other item)
- Corporate Logo/Name recognition in AOA Member E-blast (~30,000 members)
- Company/Brand logo/name printed on mile marker signs (3)
- Promotional Space at the Race
- Company/Brand logo/name on technical race t-shirt
- Company/Brand logo/name listed in Optometry's Meeting® (OM) Website
- Company/Brand logo/name listed in OM’s Smart Device App
- Opportunity to address the runners prior to race (5 min. speech)
- Privilege of announcing the race start (i.e. “shot gun” start)
- Company/Brand logo/name on Start/Finish Banner
- Company representative invited to present awards to top finishers
- Receive 10 Race Entries

Signature Sponsor—$10,000
- Company/Brand logo/name listed on Optometry Cares Website
- Place item in runner race packet (e.g. brochure or other item)
- Recognition in AOA Member E-blast (~30,000 members)
- Company/Brand logo/name printed on mile marker signs (3)
- Promotional Space at the Race
- Company/Brand logo/name on technical race t-shirt
- Company/Brand logo/name listed in OM’s Website
- Company/Brand logo/name listed in OM’s Smart Device App
- Receive 5 Race Entries

Supporting Sponsor—$5,000
- Company/Brand logo/name listed on Optometry Cares Website
- Place item in runner race packet (e.g. brochure or other item)
- Recognition in AOA Member E-blast (~30,000 members)
- Company/Brand logo/name printed on mile marker signs (3)
- Receive 3 Race Entries

Brand Promotion—$2,500
- Company/Brand logo/name listed on Optometry Cares Website
- Place item in runner race packet (e.g. brochure or other item)
- Recognition in AOA Member E-blast (~30,000 members)
- Company/Brand logo/name printed on mile marker signs (3)

Race Packet Sponsor—$500
- Company/Brand logo/name listed on Optometry Cares Website
- Place item in runner race packet