














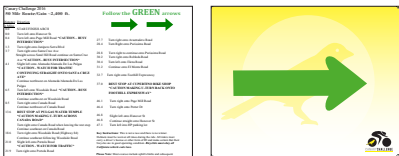






CANARY CHALLENGE

ROUTE & REST STOP SPONSORSHIP



The Canary Challenge has five routes, including a family-friendly 5K that participants can run, walk or bike, and four cycling routes ranging in distance from 50 kilometers to 100 miles. Along the routes, there are a total of six rest stops with snacks, water and entertainment for participants.

| | 50K & 75K* 33% OF PARTICIPANTS 2 REST STOPS \$2,000 | 5K 18% OF PARTICIPANTS 1 REST STOP \$3,000 | 50 MILE 22% OF PARTICIPANTS 1 REST STOP \$6,000 | 100 MILE 22% OF PARTICIPANTS 2 REST STOPS \$6,000 |
|---|---|---|---|---|
| Banner with logo at rest stop  | |  |  |  |
| Logo featured on homepage of canarychallenge.org | |  |  |  |
| Logo featured on sponsorship section of canarychallenge.org |  |  |  |  |
| Social media promotion: - 2 Facebook posts per month - 2 Tweets per month - Includes logo and tagging |  |  |  |  |
| Print promotion: ** - Course markings - Turn-by-turn directions provided to each participant  |  |  |  |  |
| Tickets to Saturday night party | 2 (for each sponsor) | 3 | 6 | 6 |

*co-sponsorship split between two organizations; \$2,000 per organization

**Ask about other branding opportunities on route signage