

CoolEvents



FIND YOUR NEXT EXPERIENCE

BLACKLIGHT RUN

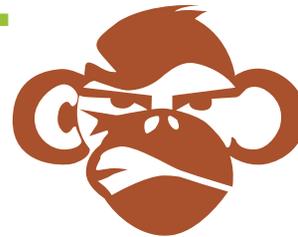


FOAM
GLOW

Bubble RUN



BLACKLIGHT
SLIDE



TERRAIN
RACING

BLACKLIGHT WARS

CoolEvents owns and operates four of the largest and most unique experiential events that tour the United States. We market to the masses and host thousands of participants per event to enjoy a night they will never forget!

Blacklight Run is a 5k run that is more about making memories with family and friends than it is about a participants race time. We kick off the evening with our industry leading preparty that includes, music, stretching, and free glow goodies being thrown from the stage. Participants then embark on a course filled with blacklight zones and navigate through three color zones where they get doused with UV reactive powder. Upon completion of the course, participants receive their free powder pack and gather at the stage for an all out after party! That's when we light up the Neon Sky and have the DJ kick it up a notch! We host interactive glow throws and feature a production show!

Foam Glow is very similar in it's event structure but we change up one key aspect. Instead of getting "glowed" by UV reactive powder, our participants run, jump, and wade through three foam pits spread along the 5k course. The after party maintains the same level of production value as our Blacklight Run afterparty but features four gigantic foam cannons that blast UV reactive foam over 200 ft into the air. It's truly a sight to see!

Blacklight Slide is 100% fun and 0% run! This event sends sliders equipped with inner-tubes flying down our enormous Blacklight Slide that's completely covered in our famous neon green glowing water. The Blacklight slide consists of eight chutes with a 45ft drop where participants see speeds up to 35mph! We also host five additional lanes of slip and slide fun one of which is strictly for children. Once the sun goes down we kick off the after party with a live DJ spinning the industries best music to get the entire family dancing! The slides stay open during the entire event for maximum sliding fun!

Blacklight Wars is an all new event concept where participants compete in an all out battle to see who walks away glowing the brightest. We're putting a glowing spin on a typical water and water balloon fight to create a whole new night time experience. Participants ready for battle will enter a blacklit arena filled with water balloons, super soakers, sponge balls, and foam cannons all filled with our revolutionary glow splash. Upon exiting the arena participants will be covered head to toe in neon glowing water, paint, and foam! DJ's will perform on stage keeping the energy level high during participant downtime and get waiting participants pumped for their turn in the glow arenas!



Bubble Run is a day time 5k that is all about frothy fun! This event is currently the largest day time 5k in the country in terms of number of participants per event. Dubbed “Good Clean Run” we apply our family friendly philosophy to this event to promote a fun and active family life style. The Bubble Run course is dotted with multiple foam bogs that drive participants to “just keep running” to get to the next foam bog.

Terrain Mud Run puts a competitive spin on family fun and is currently our only event that is timed and offers prizes to winners. Competitive waves or runners hit the course hard early in the morning while families enjoy the team work of accomplishing a seriously tough terrain later in the day. Terrain hosts more obstacles and mud than any other event in it’s respective industry over the course of 5 kilometers.



CoolEvents is dedicated to raising funds, participating in volunteer opportunities and bringing communities together to support childhood cancer research.

Every year, thousands of children across America are diagnosed with cancer and other life threatening illnesses. Today, cancer remains as the leading cause of death by disease for children under the age of 15. The causes of pediatric cancer are still largely unknown. With our support, doctors and organizations are able to research new treatments to hopefully end the epidemic that is childhood cancer. We stand with the families facing childhood cancer today, and dedicate ourselves to combating this terrible illness.

At CoolEvents we are committed to giving back to our community. Our events are dedicated to supporting Childhood Cancer Awareness and making sure we are working to spread the word around the nation one participant, one event at a time. We currently work with St Judes, Special Olympics, Ronald McDonald House Charities and many other local charities.

We thank everyone for all of their support and believing in our passion of bringing awareness to the needs of children in our community one event at a time.





MIRACLE FLIGHTS

Miracle Flights

"I personally want to thank you for all the financial support you have provided Miracle Flights"

"the belief that you have in us makes us realize that we continue on the right track in helping sick children."

*Special
Olympics*



Special Olympics Massachusetts

"For many of our athletes, they begin to believe for the first time that they can accomplish far more than they ever imagined. It truly is a gift that is made possible because of you."

"Nearly 13,000 athletes and partners, under the direction and assistance of over 10,000 volunteers, will compete this year, due to the generosity and commitment of people like you."



Pulmonary Hypertension Association
Empowered by hope

Pulmonary Hypertension Association

"By participating in this event you have joined with those in your community and thousands of people across the country who are fighting back against PH."

"These programs, as well as countless others, would not be possible without your support."



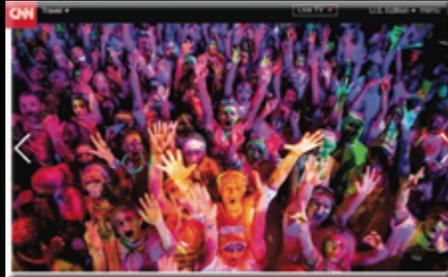
Phoenix Children's Hospital Foundation

"You're the best!" "Your generous support has helped to make Phoenix Children's one of the best in pediatric medicine."

"In short, we couldn't do what we do without people like you."

Blacklight Run

[CLICK FOR ARTICLE](#)



Foam Glow

[CLICK FOR ARTICLE](#)



Blacklight Slide

[CLICK FOR ARTICLE](#)



Bubble Run

[CLICK FOR ARTICLE](#)



Terrain Racing

[CLICK FOR ARTICLE](#)



SPONSOR TESTIMONIALS:

"...Foam Glow 5K was one of the most successful outreach activations I have taken a part of in my 3 years of marketing experience. Our booth had a line that 3 of us could barely manage. We will definitely be attending the other opportunities this year".

-Kelsey Kopankiewitz
Marketing Manager
Topgolf

"I wanted to reach out and say thank you for such an incredible event. Your team work, communication, and focus were really appreciated in this process and I had such a great experience working with you. Looking forward to the Chicago event and I will keep in touch!"

-Jessica Noble
Field Marketing Manager
Vita Coco

"The Bubble Run is truly a unique 5k experience that gives families and friends the opportunity to build lasting memories in the name of fun and health! As a national partner, Power Crunch was able to increase our brand awareness and engage a variety of consumers with product samples, nutrition information and power crunch gear in multiple cities across the country."

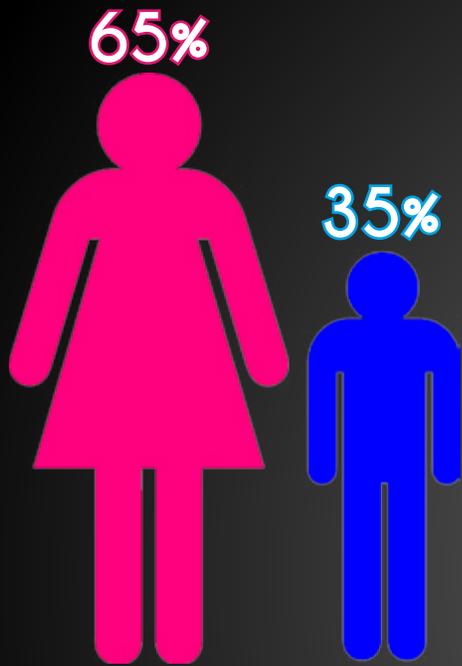
-Elspeth Young
Field Marketing Manager
Powercrunch

WHAT PARTICIPANTS THINK:

"OMG we had so much fun! Can't wait til' next time!"
-Tracey Osborn
Atlanta Foam Glow

"Great times. Memories created. New friends made".
-Kimberly Fullard
San Francisco Blacklight Run

"We had a blast at your Pensacola Foam Glow 5K. I Highly recommend it to everyone!"
-Eric McCowan
Pensacola Foam Glow

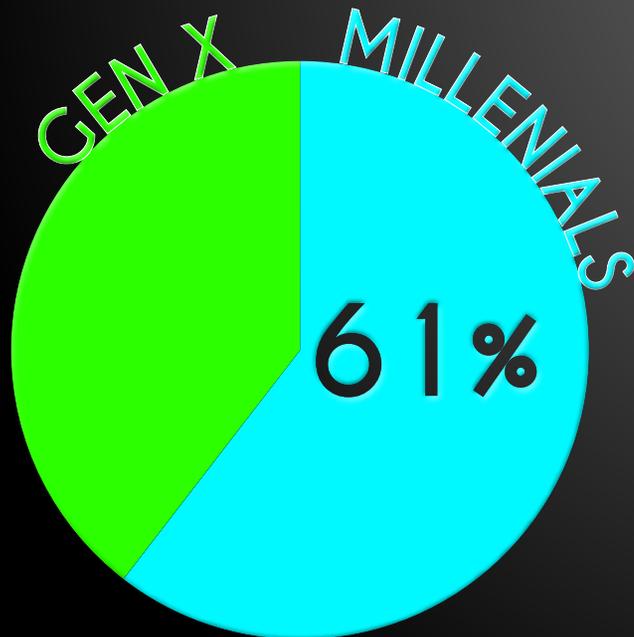


TOTAL 2016 PARTICIPATION

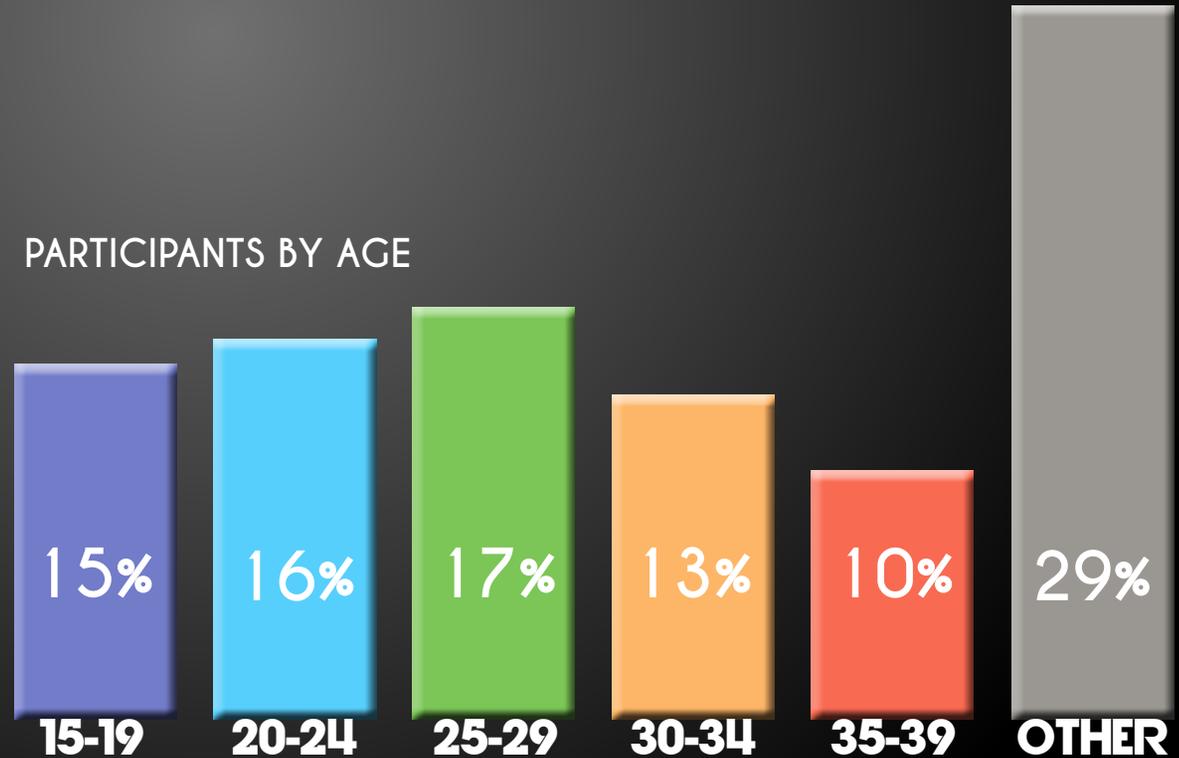
851,122

OF EVENTS
145

AVERAGE PARTICIPATION
5,870

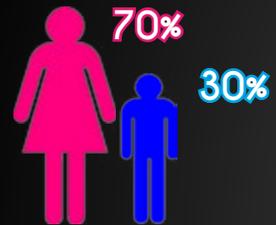


PARTICIPANTS BY AGE





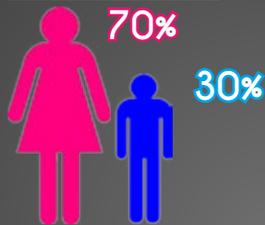
TOTAL
181,215



OF EVENTS
34
AVERAGE
5,330



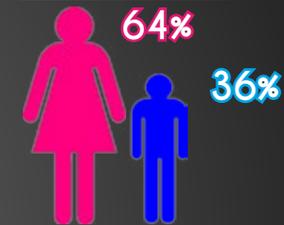
TOTAL
180,851



OF EVENTS
29
AVERAGE
6,236



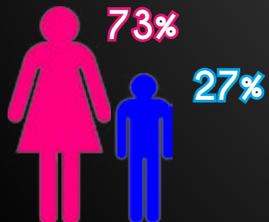
TOTAL
135,956



OF EVENTS
21
AVERAGE
6,474

Bubble RUN

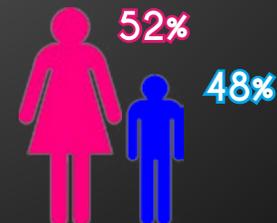
TOTAL
290,102



OF EVENTS
42
AVERAGE
6,907



TOTAL
63,000



OF EVENTS
19
AVERAGE
3,315

4,646,067
SOCIAL MEDIA FANS

1,02,090
AVERAGE IMPRESSIONS PER POST

930,000+
WEB TRAFFIC (UNIQUE) PER MONTH

900,000+
E-MAIL DATABASE

This package is the pinnacle of all event sponsorships. **Link your brand directly to our wildly successful marketing efforts.** With proven sales, strategies, and reach each dollar spent goes further with us than it would with any other company in our industry.

- Top position logo placement (clickable) on website registration pages (directly marketed link).
- Bottom position logo placement on ticketing confirmation page.
- Bottom position logo placement (clickable) on website landing page.
- Branded e-mail sent to all participants with clickable logo/link per event.
- One pinned Facebook event page post that notifies all participants who are “going”.
- One tagged Facebook post with engaging sponsor directed content complete with sponsor tag.
- One tagged “Thank You” Facebook post.
- Two tagged Twitter posts with engaging sponsor directed content (140 character max.).
- Two tagged Instagram posts with engaging sponsor directed content.
- Live MC shout-outs up to 3 times from the stage during pre party and after party.
- Live MC shout-outs at the race start chute.
- Branded starting line banner.
- Branded finish line banner.
- 120’ of branded banners for start chute entrance (pedestrian rail covers).
- Branded stage wing signage (3’x8’ on either side).
- Logo placement in prominent position on all participant, volunteer, and crew member t-shirts.
- Logo on floor graphics at each packet pick up location.
- Co-branded photobooth backdrop (step and repeat style).
- Premium vendor package for onsite activation (10’x20’ space with lights, chairs (12), tables (6), and generators).
- 20 VIP passes for family, friends, co-workers, or clients.
- First right of refusal for same sponsorship level the following year.
- Industry exclusivity over entire campaign.

INVESTMENT: \$20,000

Looking to make a huge splash in a specific market? **Link your brand directly to our well targeted and wildly successful marketing efforts on a market by market basis.** With proven sales, strategies, and reach each dollar spent goes further with us than it would with any other company in our industry.

- Top position logo placement (clickable) on website registration pages (directly marketed link).
- Bottom position logo placement on ticketing confirmation page.
- Bottom position logo placement (clickable) on website landing page.
- Branded e-mail sent to all participants with clickable logo/link per event.
- Clickable logo placement in all event information emails (4).
- One pinned Facebook event page post that notifies all participants who are “going”.
- One tagged Facebook post with engaging sponsor directed content complete with sponsor tag.
- One tagged “Thank You” Facebook post.
- Two tagged Twitter posts with engaging sponsor directed content (140 character max.).
- Two tagged Instagram posts with engaging sponsor directed content.
- Live MC shout-outs up to 3 times from the stage during pre party and after party.
- Live MC shout-outs at the race start chute.
- Branded starting line banner.
- Exclusive signage at stage area.
- Two exclusive barricade wraps at starting line.
- Two exclusive barricade wraps at finish line.
- Branded stage wing signage (3’x8’ on either side).
- Co-branded photobooth backdrop (step and repeat style).
- Premium vendor package for onsite activation (10’x20’ space with lights, chairs (12), tables (6), and generators).
- 10 VIP passes for family, friends, co-workers, or clients per event.
- Industry exclusivity for each event.



INVESTMENT: \$15,000/EVENT

Supercharge your brand recognition and engagement with our extensive social and online reach. Frequency is key in any marketing strategy. This package will allow your brand or message to be presented multiple times over the course of an event to household purchasing decision makers. We employ our triple threat approach to include social media posts, online brand placement, and host your brand ambassadors at our event to tie all strategies together.



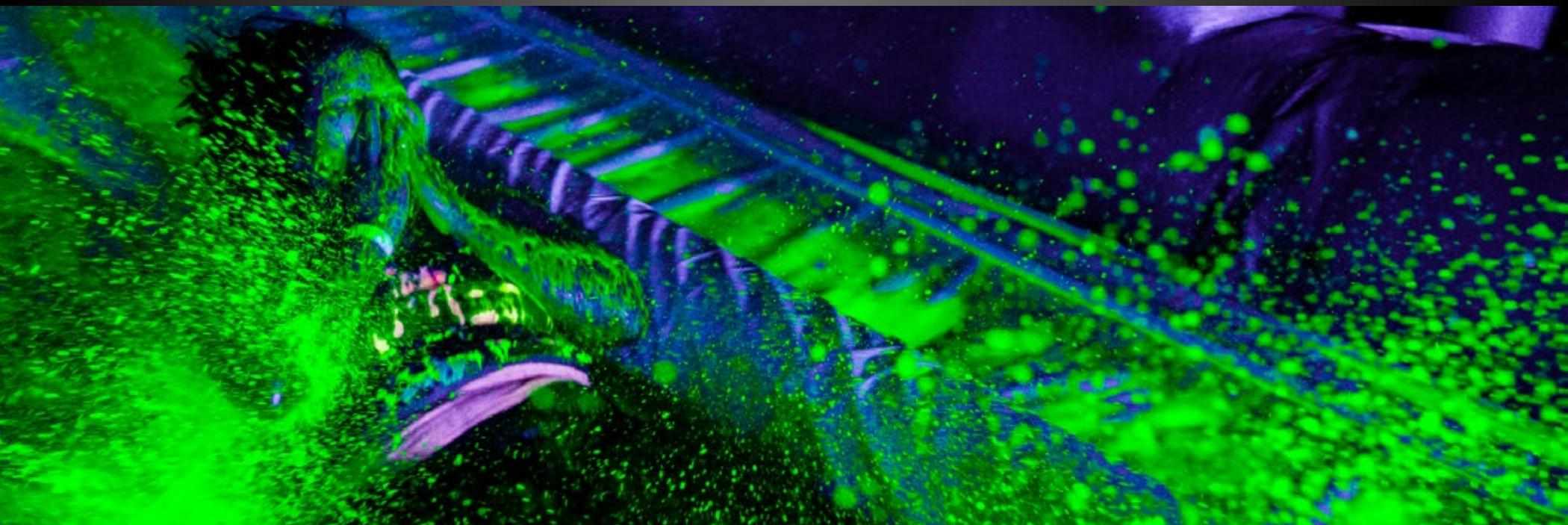
- Premium sponsor logo placement on ticketing pages.
- Branded e-mail sent to all participants with clickable logo/link.
- Four co-branded event information e-mails with clickable logo sent to all participants.
- One pinned Facebook event page post that notifies all participants who are “going”.
- One tagged Facebook post with engaging sponsor directed content complete with sponsor tag.
- Two tagged Twitter posts with engaging sponsor directed content (140 character max.).
- Two tagged Instagram posts with engaging sponsor directed content.
- 10'x10' High Traffic Vendor Space within the event.
- 10 VIP passes for family, friends, co-workers, or clients.

INVESTMENT: \$5,000/EVENT

Grow your brand recognition and engagement with our extensive social and online reach. This package offers a tremendous value in terms of dollars spent versus reach. Sponsors of this package will enjoy on site activation as well as social engagement and online logo placement.

- Prominent sponsor logo placement on ticketing pages.
- Four co-branded event information e-mails with clickable logo sent to all participants.
- One Facebook event page post that notifies all participants who are “going”.
- One tagged Facebook post with engaging sponsor directed content complete with sponsor tag.
- One tagged Twitter post with engaging sponsor directed content (140 character max.).
- One tagged Instagram post with engaging sponsor directed content.
- 10'x10' High Traffic Vendor Space within the event.
- 5 VIP passes for family, friends, co-workers, or clients.

INVESTMENT: \$3,800/EVENT



Take advantage of the **organic power of social media** by branding our event photos with your **company logo**. Event photos are posted within 5 days of the event and spread like wildfire. Our event photographers are some of the best in the business and they provide top tier content for all participants to enjoy. Participants like, share, and comment on photos and photo galleries exponentially expanding the reach of your brand through Facebook's newsfeed. Your company page is also tagged in the gallery post to help drive your brand's social engagement.



Blacklight Run added 246 new photos to the album: Blacklight Run Fort Worth - 2016 — with R Suzette Fogle. Published by Justin Muir (1) · April 20 · 🌐

The storms held off and over 8,000 participants left with an experience they'll never forget! Thanks to Vita Coco Coconut Water for providing the photo coverage for all of you to enjoy!

110,535 people reached

Like Comment Share

Terrie Nixon Philipson, Hwoarang Cowans and 1.6K others

126 shares

Boost Post

Top Comments



INVESTMENT: \$1,500/EVENT



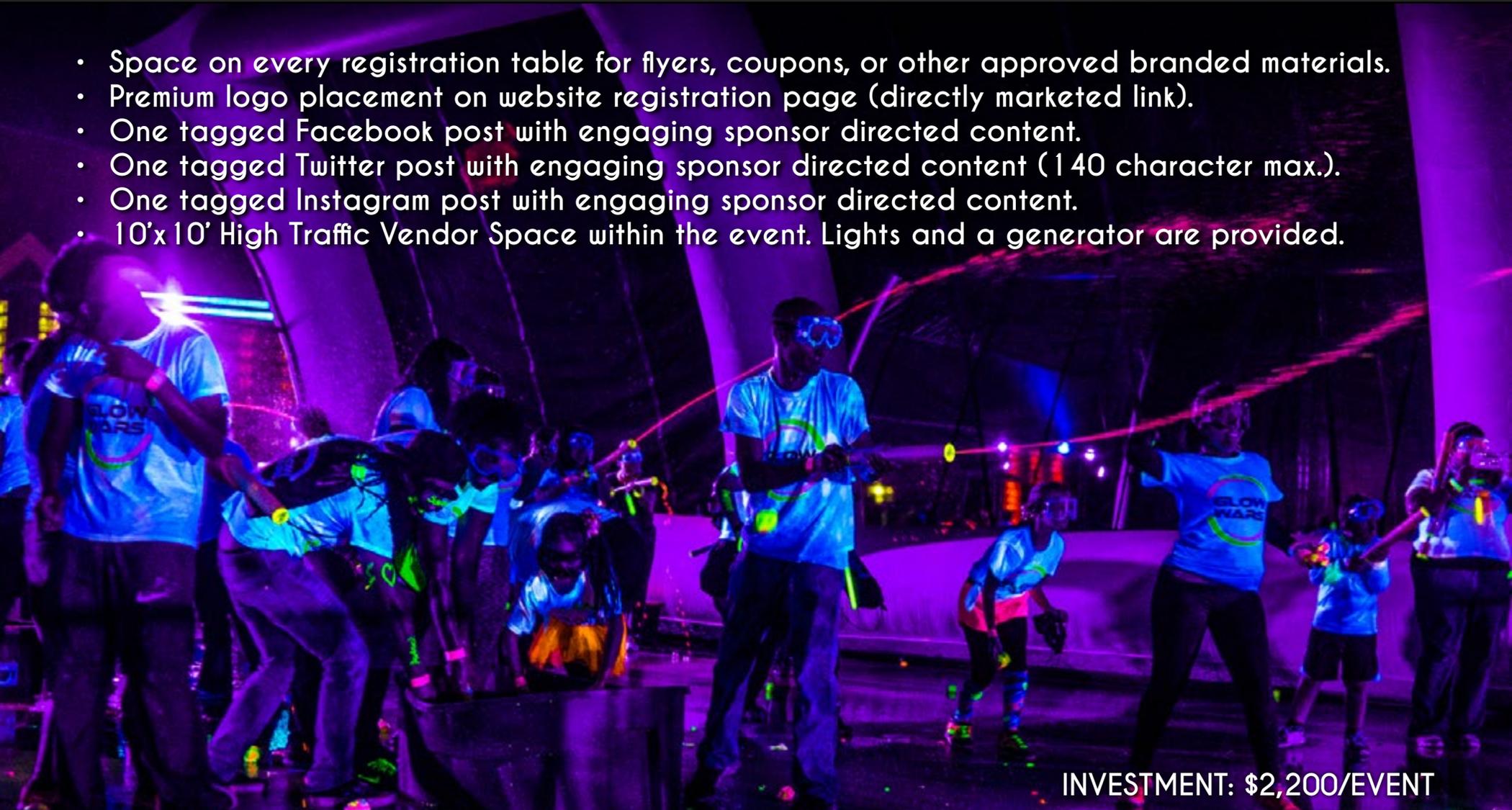
Allow your products to sell themselves by showcasing them directly to participants at and during our events. Our Premium VIP Package employs a variety of sales and marketing strategies that activate online and in person. We socially engage participants notifying them of your onsite presence, host your brand ambassadors at our events for product sampling and showcasing, and drive home sales with premium flyer and/or coupon placement at packet pick up and during the event.

- 120' co-branded banners for start chute entrance.
- Two 12' branded feather flags placed in highly visible areas or as directed by sponsor.
- Premium logo placement on website registration page (directly marketed link).
- One tagged Facebook post with engaging sponsor directed content.
- One tagged Twitter post with engaging sponsor directed content (140 character max.).
- One tagged Instagram post with engaging sponsor directed content.
- 10'x10' High Traffic Vendor Space within the event. Lights and a generator are provided.

INVESTMENT: \$3,000/EVENT

Supplement your High Traffic Vendor Space with social outreach and prominent logo placement on our event page! Drive more traffic to your HTVS by employing our VIP Package to inform all participants that you'll be on site at our event. We'll do the hard work while you rake in the profits!

- Space on every registration table for flyers, coupons, or other approved branded materials.
- Premium logo placement on website registration page (directly marketed link).
- One tagged Facebook post with engaging sponsor directed content.
- One tagged Twitter post with engaging sponsor directed content (140 character max.).
- One tagged Instagram post with engaging sponsor directed content.
- 10'x10' High Traffic Vendor Space within the event. Lights and a generator are provided.



INVESTMENT: \$2,200/EVENT

This is prime real estate within our event as almost ALL PARTICIPANTS will be directly interacting with this area to keep themselves hydrated. Water is supplied on two locations (on the course and at the finish line) to make sure our participants stay hydrated throughout the event. Be there to make a lasting impression as thousands grab a refreshing drink to keep partying all night long!



- Clickable logo placement in all event detail e-mails (4) sent to every registered participant.
 - Clickable logo placement in prominent location on registration pages (directly marketed link).
 - Two branded 12ft feather flags to be placed at the water table.
 - One branded barricade wrap to be placed at the water table.
 - Four VIP event passes for clients, friends, family, or other colleagues.
- INVESTMENT: \$1,800/EVENT**

Clickable logo placement included in our post-event “Thank You” e-mail sent to all participants.....**\$250**

Clickable logo placement in all event detail e-mails (4) sent to every registered participant.....**\$349**

Clickable logo placement in bottom location on website registration page (directly marketed link)...**\$379**

Flyers/Coupons placed at all check-in tables during event and packet pick up.....**\$250**

Live MC shout-outs up to 3 times from the stage during pre/after parties.....**\$300**

Link, logo, and tag posted on one of our three social media platforms (Fb/Tw/Ig)..... **\$400**



Position your premium products, giveaways, and information directly in front of potential buyers with our High Traffic Vendor Space (HTVS). Make a lasting memory with our participants who won't soon forget an experience of a lifetime by showcasing your brand at our events. On average we host over 7,000 participants mostly made up of household purchasing decision makers.

- Only 5% crossover from event to event.
- Tables/Chairs/Lighting/Generators are available.
- Industry exclusivity available.
- Discounts available for multi-event vendors.
- Limited HTVS available as to not oversell the events.

INVESTMENT: \$1,500



Supplement your High Traffic Vendor Space with call to action e-commerce advertising placed on our website, specific event location pages, and on participant confirmation pages! Increase traffic to your HTVS by attaching yourself to our highly successful marketing efforts to drive pre-event conversions and inform all participants that you'll be on site at our event. We'll do the hard work while you rake in the profits!

INVESTMENT: \$250.00/AD

**EXTENDED BANNER AD
IN ROTATION ON ALL PAGES**

AD SPECS: Design at 1940p x 500p Display at 970p x 250p

REQUIREMENTS:
Maximum File Size: 100K
Images: .gif, .jpg, .png

Material Due: Two business days in advance to allow for testing and implementation

**TALL RECTANGLE
IN ROTATION
ON LOCATION
PAGE**

AD SPECS:
Design at 600p x 1200p
Display at 300p x 600p

REQUIREMENTS:
Maximum File Size: 100K
Images: .gif, .jpg, .png

Material Due: Two business days in advance to allow for testing and implementation

**MEDIUM RECTANGLE
IN ROTATION
ON LOCATION
PAGE**

AD SPECS:
Design at 600p x 500p
Display at 300p x 250p

REQUIREMENTS:
Maximum File Size: 100K
Images: .gif, .jpg, .png

Material Due: Two business days in advance to allow for testing and implementation

**SQUARE RECTANGLE
STATIC IMAGES**

AD SPECS:
Design at 350p x 350p
Display at 175p x 175p

REQUIREMENTS:
Maximum File Size: 100K
Static Images Only
Images: .jpg, .png
Material Due: Two business days in advance to allow for testing and implementation.

First and foremost, thank you for allowing us the opportunity to present our proven models of event sponsorship. We would like to extend an invitation to any of our events to see first hand how fun and engaging our participants are. Click the images below for a list of locations and dates per brand.



Contact Information:

Deven Hammond
Brand Development Coordinator
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deven@coolevents.com

