



MIA Multisport presents:

Roots Race Miami – March 18, 2018

Run, have fun and #RepYourRoots

MIA Multisport is a newcomer to Florida's recreational sports industry with the goal of generating new types of events encouraging integration across sports communities and athletic disciplines.

Roots Race Miami is the multicultural 5k where the whole community can celebrate our city's diverse roots. Although there is a different culture in every corner of the city, sports is something we all have in common. Roots Race Miami participants represent their countries by customizing their race shirts with a flag on the front and their name on the back. This inclusive event is for anyone who shares our passion for positivity and energy in the city.

Miami is the ideal launch location for this event as it's home to a vibrant fitness community full of diverse athletes. We invite all of Miami's athletes - all levels, all sports, all ages - to come, run and represent their countries with pride. Family, friends and spectators are encouraged to join in the fun or cheer on from the sidelines and enjoy the park, the vendors and the amazing city we all share.

Event Details

Place: Tropical Park (7900 SW 40th St Miami, FL)

Date: March 18, 2018

Time: 8:00am

Event: 5k run/walk

Target demographics:

- Age: 16-60
- Recreational and competitive runners
- Athletes of all types (cycle, Crossfit, box, etc.)
- Florida residents with foreign backgrounds
- International students and tourists
- People interested in health, fitness, community and cultural events

We do sports. We love sports. We also love to help. From each event that we produce, we will donate 10% of ticket sales, vendor booth sales and sponsorship packages to a good cause.

Keeping with the theme of roots and considering the difficult situation in Venezuela, home of founder Cristofelix Rabascall, we have decided to name La Escuela de Ciclismo Central Hector Alvarado (Barquisimeto, Venezuela) as our 2018 recipient. This school has trained thousands of Venezuelan cyclists including national and international champions, offering cycling as an avenue for youth's social and physical development. Due to the ongoing national emergency, the school finds itself on the brink of closure. Their bikes are in poor condition, and there is a severe lack of tools, parts and finances. With our donation, we hope to repair 25 cycles making them available for hundreds of students practicing as the school.

Sponsorship: We are able to develop new ideas and deliver unique experiences thanks to support from our partners.

Vendor/Expositor

\$300.00

- Space for up to 10x10 expo tent
- Direct contact with participants
- Database of contact information
- Includes 2 FREE tickets to run the race



TENT

DIRECT
CONTACT



DATA BASE



TICKETS

Bronze Sponsor

\$1,000.00

- Space for up to 10x10 expo tent
- Direct contact with participants
- Database of contact information
- Includes 2 FREE tickets to run the race
- Brand presence on step and repeat
- Brand presence on social media
- On-mic mention before event
- Advertising material included in runners' kit



TENT

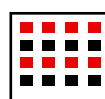
DIRECT
CONTACT



DATA BASE



TICKETS



STEP AND REPEAT



SOCIAL
MEDIA



ON MIC



RUNNER KIT

Silver Sponsor

\$2,000.00

- Space for up to 10x10 expo tent
- Direct contact with participants
- Database of contact information
- Includes 2 FREE tickets to run the race
- Brand presence on step and repeat
- Brand presence on social media
- On-mic mention before event
- Advertising material included in runners' kit
- Logo presence on shirts in one color



TENT

DIRECT
CONTACT

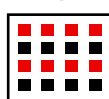


DATA BASE



TICKETS

STEP AND REPEAT



SOCIAL
MEDIA



ON MIC



RUNNER KIT

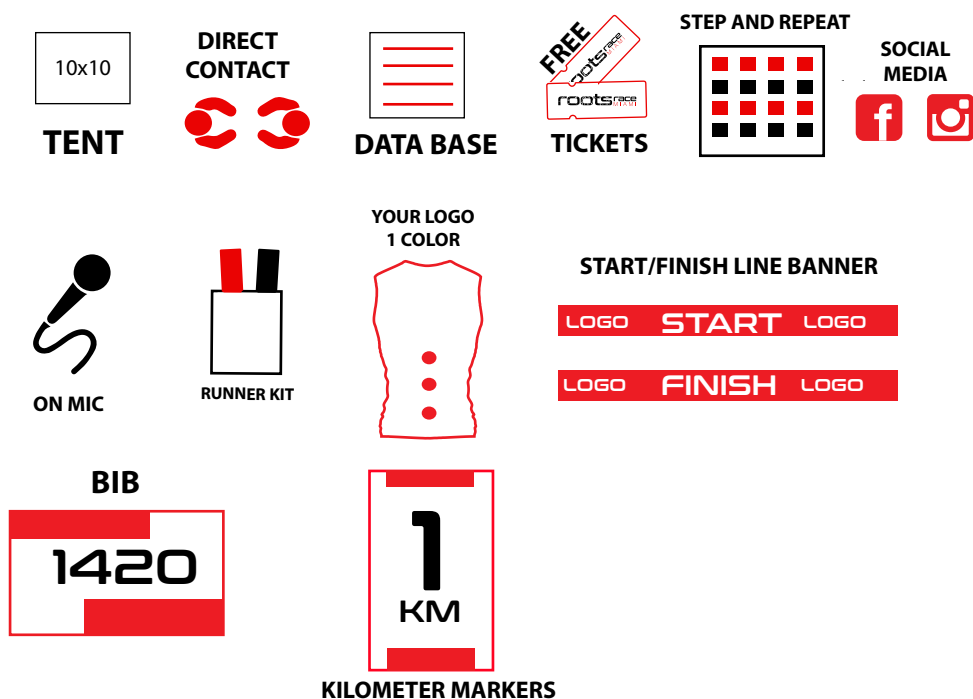
YOUR LOGO
1 COLOR



Golden Sponsor

\$3,000.00

- Space for up to 10x10 expo tent
- Direct contact with participants
- Database of contact information
- Includes 2 FREE tickets to run the race
- Brand presence on step and repeat
- Brand presence on social media
- On-mic mention before event
- Advertising material included in runners' kit
- Brand presence on shirts in full color
- Brand presence on start and finish line banner
- Brand presence on bib
- Brand presence on kilometer markers



For more information or to discuss a custom sponsorship package, please contact us at cristofelix.rabascall@gmail.com