



SHARING THE WEALTH. ONE MILE AT A TIME.

# 2016 SPONSOR PACKAGE

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# WHY A CULTURED RUN EVENT ?

The changes is happening, grocery stores are adding more health alternative products. The food industry is investing more time & money into research for a profitable way to mass produce more all natural goods. With more people joining the health conscious, get fit movement gym membership numbers have increased considerably over the past 10 years, rising from 36.3 million in 2002 to more than 42.8 million by 2011.

Alonside of multiplying gym memberships, the new fitness phenomenon of obstacle running and triathlons has surfaced with a 51.2% increase in participates since 2007.

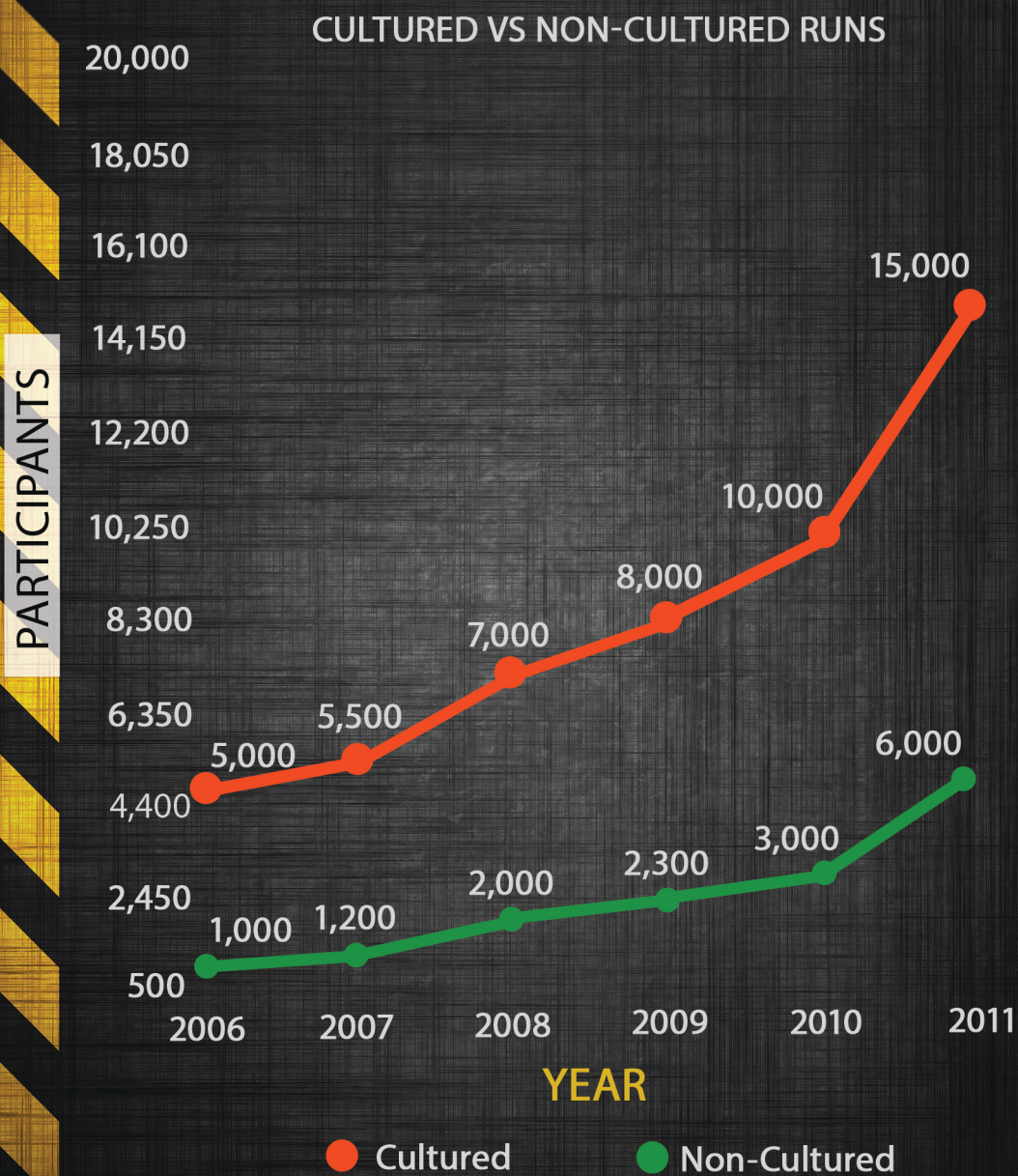
There are plenty of average gut wrenching races to just show who the toughest racer is, with Benjamin Dash, its all about being present to who you are being the toughest for.

We will be giving people the opportunity to represent, take action and share what they earn to their cause.

We have put together and event that will test the abilities of a seasoned triathlete and provide the space for them to represnt the cause that will push them through the course to triumph.



# A NEW WAVE OF RUNNERS





# BE A PIONEER IN THIS GROWING MARKET

## WHAT IS OUR FINGERPRINT ON THE MARKET?

The Benjamin Dash stands apart from all other obstacle course races because we will provide the opportunity for people to go through physical and mental tests that will be rewarded. Participants will have the inspiration of running for their cause to help fuel them. So what is your cause?

## WHERE EXACTLY WILL YOUR BRAND BE DISPLAYED ?

We have a diverse database ranging from wellness professionals, college students, active runners, and many more in which we will be targeting through various marketing avenues. These avenues include brand placement on email, social media, company literature, and event day advertisement.

## JOIN THE JOURNEY

Our goal at Benjamin Dash is to create a memorable fun filled day where everyone has the opportunity to win. Community is essential to us! By joining in the journey with Benjamin Dash your company will be taking a step into a cultural revolution where being in action for a cause which will push the pulse of human potential.



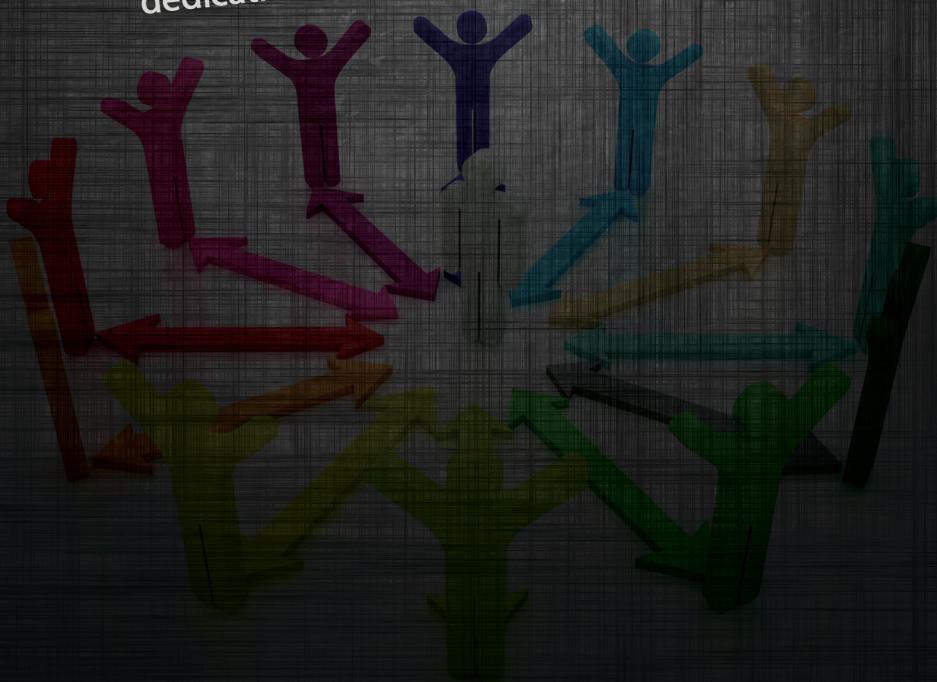




# WHO IS BENJAMIN DASH?

Well, Benjamin is actually a fictional character who embodies the patriotism of early America who is also the highest face on our currency. Thus, the name Benjamin Dash was born.

Participants who join the race will be going after money, "Benjamins", using their own cause as motivation. Benjamin's main goal is to help those around him and make sure that he has unwavering dedication.





# EVENT DAY

Projected Attendance: 3,500-5,000

## ***Date & Time***

Saturday, October 29, 2016 **8AM - 4PM**

## ***Audience***

Wellness Communities, Runners, Non-Runners, Business Professionals, College students, Triathletes,

## ***Other Activities***

Music, a grand stage with performances by local musicians, Family friendly activities children obstacle

## ***Admission***

Participants Early Sign up: \$25

(General Admission Depends Upon Registration Date)

***Spectators: FREE***

## ***Parking***

\$10; ADA Parking Available

## ***Address***

4020 Virginia Beach Dr  
Key Biscayne, FL 33149

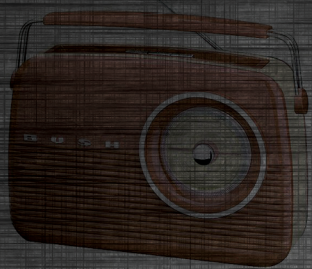




# PROJECTED MEDIA OUTLETS

## Print

The Miami Herald, CBS4 PRINT,  
Brickell Reporters, New Times



## Radio

DJ 106.7, Power 96.5, Y100.7  
99.1 JAMZ , 97.3 COAST

## Internet

Facebook, Twitter, Youtube,  
Email, Instagram, Snapchat





# STANDARD PACKAGE \$1,000



*Admission for 2 to participate in the Benjamin Dash Event  
(staff, friends or family)*

## ☀️ **10x10 Tent Space**

Set-up and promote your business or brand

## ☀️ **2 Social Media Mentions**

Recieve shout-outs of your company on all of our social media outlets.

## ☀️ **Reach 30K+ Followers**

Combined outreach through

- Instagram
- Facebook
- Twitter
- Snapchat

## ☀️ **1 Live Stage Mention**

Get mentioned on stage in front of all runners and particiapnts LIVE!

## ☀️ **Exposure**

- Logo placement on our step-and-repeat banner
- Flyer/Promo Items inside runners Pick-up Package



# SILVER PACKAGE \$3,500



*Admission for 4 to participate in the Benjamin Dash Event  
(staff, friends or family)*

## ☀️ **10x10 Tent Space**

Set-up and promote your business or brand

## ☀️ **2 Social Media Mentions**

Recieve shout-outs of your company on all of our social media outlets.

## ☀️ **Reach 30K+ Followers**

Combined outreach through

- Instagram
- Facebook
- Twitter
- Snapchat

## ☀️ **1 Live Stage Mention**

Get mentioned on stage in front of all runners and particiapnts LIVE!

## ☀️ **Exposure**

- Logo placement on:
  - > Step-and-repeat banner
  - > 1 Obsticle course
- Shared logo placement on:
  - > 10K+ 5X7 flyers sent to wellness centers, parks, universities, etc.
  - > 200 18X20 posters sent to wellness centers, parks, universitites, etc.
  - > Website - Shared Partners Section
- Flyer/Promo Items inside runners Pick-up Package



# GOLD PACKAGE \$5,000



*Admission for 10 to participate in the Benjamin Dash Event  
(staff, friends or family)*

## ☀️ **2 10x10 Tents**

Along with two 8ft banquet tables and four folding chairs to promote your business or brand

## ☀️ **5 Social Media Mentions**

Receive shout-outs of your company on all of our social media outlets.

## ☀️ **Reach 30K+ Followers**

Combined outreach through

- Instagram
- Facebook
- Twitter
- Snapchat
- Promotes two company products/services

## ☀️ **5 Live Stage Mentions**

Get mentioned on stage in front of all runners and participants LIVE! (Once every 2 Waves)

## ☀️ **Exposure**

- "Special Featured Sponsor"
- 2 independent logo banners for entrance and course
- 300 Printed flags (with your logo which can be used for any offer or vouchers you like)
- A-frame wall logo placement 14ft x 24 ft (one of our premier obstacles)
- 1,000 wrist bands with company and Benjamin Dash logo
- Shared logo placement on:
  - > 10K+ 5X7 flyers sent to wellness centers, parks, universities, etc.
  - > 200 18X20 posters sent to wellness centers, parks, universities, etc.
  - > 24X24 Benjamin Dash banner along course boundary
- Flyer/Promo Items inside runners Pick-up Package



# PLATINUM PACKAGE \$10,000



**Admission for 20 to participate in the Benjamin Dash Event (staff, friends or family)**

## ☀️ **2 10x10 Tents**

Along with two 8ft banquet tables and four folding chairs to promote your business or brand

## ☀️ **10 Social Media Mentions**

Recieve shout-outs of your company on all of our social media outlets.

## ☀️ **Reach 30K+ Followers**

Combined outreach through

- Instagram
- Facebook
- Twitter
- Snapchat
- Promotes two company products/services
- Product/Promo Giveaways

## ☀️ **10 Live Stage Mentions**

Get mentioned on stage in front of all runners and particiapnts LIVE! (one every wave)

## ☀️ **Exposure**

- "Special Featured Sponsor" on our website, social media outlets, print, and media as *PRESENTING SPONSOR*.
- 2 independent logo banners for entrance and course
- 500 Printed flags (with your logo which can be used for any offer or vouchers you like)
- A-frame wall logo placement 14ft x 24 ft (one of our premier obstacles)
- 1,000 wrist bands with comapny and Benjamin Dash logo
- Shared logo placement on:
  - > 10K+ 5X7 flyers sent to wellness centers, parks, universities, etc.
  - > 200 18X20 posters sent to wellness centers, parks, universitites, etc.
  - > 3 24X24 Benjamin Dash banner on obsticle boundary
  - > 1,000 Promo T-Shirts sent to wellness centers, universities, gyms, etc.
  - > 2 6ft wall logos for wooden obsticle walls
- Logo placement on our biggest course: Quarter Pipe!
- Flyer/Promo Items inside runners Pick-up Package