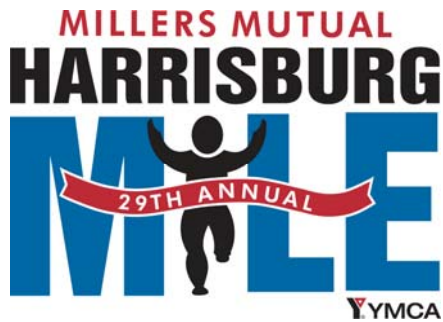


The 29<sup>th</sup> Annual **Millers Mutual Harrisburg Mile** will be held Wednesday, July 21, 2010 in Harrisburg. The event, which is Harrisburg's largest race, follows a one-mile course along Front Street. The Millers Mutual Harrisburg Mile brings together an eclectic mix of participants and spectators, ranging from competitive runners to families and active seniors. Heats for this year's events will include the Corporate Challenge and the Half Pint Half Mile.

All proceeds from the event go towards the children and youth programs at the Harrisburg YMCA, including daycare, after school programs, youth leagues. To date, the Millers Mutual Harrisburg Mile has raised nearly \$410,000 for the YMCA.

Corporate sponsor, Millers Mutual, does a lot to promote the event. We usually have about 900 to 1,200 people participate in the event, along with several thousand spectators in attendance. In addition, the event gets live television coverage from all major TV stations in the area (ABC, CBS, NBC, FOX).

Once again this year, our media sponsors are ABC27 and Cumulus Media. Cumulus will be promoting the event on all four of their radio stations (WNNK, WTPA, WTCY, WWKL). They will also be promoting it at all their live broadcasts. Both media sponsors will have a link from their web site to the Harrisburg Mile web site and include the event in their online community calendar listings.



## **Millers Mutual Harrisburg Mile 2010 Sponsorship Package Options**

Benefit	<b>\$5,000 sponsor</b>	<b>\$2,500 sponsor</b>	<b>\$1,250 sponsor</b>	<b>\$750 sponsor</b>
Includes team registration in the Corporate Challenge heat (up to 5 members per team)	<b>X</b>	<b>X</b>	<b>X</b>	
	Register 4 teams - \$500 value	Register 2 teams - \$250 value	Register 1 team - \$125 value	
Sponsor's logo included on race registration brochure – #5,000 distributed by mail	<b>X</b>	<b>X</b>		
Sponsor's logo included on race poster – #50 posted in Harrisburg area	<b>X</b>	<b>X</b>		
Sponsor logo and hyperlink to your web site placed on <a href="http://www.harrisburgmile.com">www.harrisburgmile.com</a> – provides pre race registration & information	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Acknowledgement of Sponsor in all press releases	<b>X</b>			
Sponsor recognized in promotional announcements to air on Cumulus radio stations prior to event – \$2,500 value	<b>X</b>			
Distribution of Sponsor materials in all race packets – #1,500 items	<b>X</b>	<b>X</b>	<b>X</b>	
Sponsor recognition messages over PA system during event – over #4,000 spectators and participants in attendance	<b>X</b>	<b>X</b>	<b>X</b>	
Sponsor banners displayed at event finish line on race day – over #4,000 spectators and participants in attendance	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Sponsor display booth at event	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Sponsor banners displayed at Strawberry Square & W.S. YMCA during registration – high traffic areas	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>

**\* Sponsorship must be confirmed before April 1, 2010 for inclusion in printed materials.**



## 2010 Millers Mutual Harrisburg Mile Sponsorship Registration

### CONTACT INFORMATION

Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_  
Street: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### SPONSORSHIP LEVEL

\_\_\_ \$5,000 level      \_\_\_ \$2,500 level      \_\_\_ \$1,250 level      \_\_\_ \$750 level

#### PAYMENT INFORMATION

In order for a sponsor to be included in printed materials for the Millers Mutual Harrisburg Mile, payment must be made by April 1, 2010.

**Please make checks payable to:**

East Shore YMCA

**Mail to:**

East Shore YMCA  
701 North Front Street  
Harrisburg, PA 17101

#### SPONSOR LOGO ARTWORK

Some sponsorship levels include having the company's logo featured in the registration brochure and other promotional materials. To submit your logo, please email a high resolution file in .jpg, .tif, or .eps format.

#### ELECTRONIC LOGO FILES SHOULD BE SUBMITTED TO:

Kristy Deitz E: deitz@adability.com P: 717-737-1744

#### RACE PACKET INSERTS

Sponsors may include promotional flyers, corporate giveaway items and other materials in the runner's packets. If you would like to have something included in the race packet, you will need to provide 1,500 items. Items must be delivered to Chad Krebs at the YMCA **no later than Wednesday, June 30th**. The Smith Barney Harrisburg Mile reserves the right to approval all items and exclude items that are deemed inappropriate.

#### RACE ANNOUNCEMENTS

All sponsors are eligible to have a short promotional announcement (*two sentences*) read by the announcer during the event. Please email the text of your message to info@adability.com or fax it to 717-737-1742.

**Sample announcement:** "Smith Barney, the founding sponsor of the Harrisburg Mile, is a global, full-service investment banking and securities brokerage firm. The firm's 12,400 financial consultants are located in more than 500 offices across the United States, where they service over 7.4 million client accounts and represent nearly \$1 trillion in client assets."

#### BANNERS

All sponsors may provide company banners to be displayed during in-person registration at the YMCA, as well as at the finish line on race day. If you would like to have your banner displayed, please drop it off at the YMCA **no later than Wednesday, June 30th**. Attention Chad Krebs, YMCA

#### RACE DAY BOOTH & DISPLAYS

Selected sponsorships (\$5,000 and \$2,500 levels) include display space near the race finish line area. If you would like to set up a display, contact Chad Krebs at the YMCA

#### DROP OFF LOCATION, CONTACT INFO OR QUESTIONS?

Contact Chad Krebs, race director, at the YMCA. Located at 701 North Front Street, Harrisburg. Phone 717-232-9622 or via email at chad.krebs@ymcaharrisburg.org