The 7th Annual 
Heart of Ghent 10k, Maury 5k & Children’s Run
Saturday, September 22, 2018 
Ghent Section of Norfolk, Virginia

The 7th Annual Heart of Ghent 10k, Maury 5k & Kid’s Fun Run is a perfect blend of fitness, family and charity that provides a great opportunity for businesses to connect and interact directly with a desired audience. It is a great way for not only businesses, but also families, and individuals, to get involved with the community while helping others.

- The race attracts runners from throughout the region, state, and east coast, to the Ghent area
- Great run highlighting the best of Ghent neighborhoods and businesses
- Great post race party with live entertainment, great local brews and food from local vendors
- We encourage Sponsors* to set up a display at the event, we provide the table/tent, so sponsors may interact with all participants, spectators and volunteers.
- In addition to the tent/table space at the post race party, signage, sponsors** are all encouraged to provide items for the goodie bags—a number of how many will be given around September 5th as well as a time we would need the items. In 2017 we requested approx. 1,100 items of whatever the company had that was branded, so we would like whatever you have with your company’s name/logo—i.e. a pen, stress ball, cup, post-its, a coupon, etc. for the goodie bag stuffing.
- We will also need your company’s logo in .eps or .ai format emailed to team@mettleevents.com we will add your logo to the race website with a link.

Runner Demographics:

- Females account for 9.7 million finishers nationwide and continue to represent 57% from event fields.
- Males in 2015 represented over 7 million finishers

<table>
<thead>
<tr>
<th>Female Runner</th>
<th>Male Runner</th>
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</thead>
<tbody>
<tr>
<td>Average Age: 39.3</td>
<td>Average Age: 43.8</td>
</tr>
<tr>
<td>60.7% Married</td>
<td>71.8% Married</td>
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<tr>
<td>77.8% College educated</td>
<td>73.5% College educated</td>
</tr>
<tr>
<td>70.8% Household income $75,000+</td>
<td>76.5% Household income $75,000+</td>
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- The 25 to 44-year-old age group is the sweet spot for running, accounting for half of finishers.
- According to Fortune, in 2015, IBISWorld estimated the road running industry to be valued at $1.4 billion, which is nearly the amount of ticket revenue the NFL saw in 2015.

Goals:

- Compel businesses and nearby neighborhoods and schools to participate.
- To produce a fun/festive post-race party that will attract spectators, and that will highlight what is special about Ghent, the businesses, and the nearby neighborhoods.
- Raise maximum funds for the charities.
- This is a fundraiser for the Ghent Business Association and they share profits with member charities.
- Inspire new runners and youth to adopt a healthy lifestyle to combat health problems resulting from inactivity.

To find out more information, or how you can get involved, please contact Nancy Silva at (757) 621-0028 or send an email to team@mettleevents.com.
We look forward to working with you and your organization!

Mettle Events

*Silver Sponsors and above
**Friend Sponsors and above
Heart of Ghent 10K & Kid’s Run

Sponsorship is an excellent way to market your brand/company, get involved with the community while supporting and contributing a worthy cause!

Saturday, September 22, 2018 at 8:00 AM
Ghent section of Norfolk, Virginia

Logo on Live Feed: $150
• Your company logo will be viewed before the ViewItDoIt live stream of the event, which can be seen during and after the event.

Mile Marker $250 (4 available)
• Your company name or logo on the mile marker

Friend Sponsor: $500 (20 available)
• Your company name/logo on the back of participants technical shirts and on the event website & complimentary race entries for 1 runners!
• Opportunity to add items into participant goodie bags as well as hanging your Banner at the event

Water Station Sponsor: $750 (1 available)
• Get your company involved and hang your banner while you assist the participants as they run the course. All you provide are the bodies and the enthusiasm. Plus everything listed under the Friend Sponsor, which is listed above.

Bronze Sponsor: $1,500 (10 available)
• Your company name/logo on the event website with a link and on the back of participants technical shirts. As well as mentions from stage as Bronze Sponsor and complimentary race entries for 2 runners!
• Opportunity to add items into participant goodie bags as well as hanging your Banner at the event

Finish Line Water Sponsor: $2,000 (0 available)
• Get your company involved, we will hang your banner at the finish line - while you assist the participants at the finish. All you provide are the bodies and the enthusiasm.
• Plus everything listed under the Bronze Sponsor, which is listed above.

Silver Sponsor: $2,500 (9 available)
• Your company name/logo will appear on the event website with a link, on the back of participants technical shirts, as well as being recognized as a sponsor in promotional materials, mentions from stage as Silver Sponsor, Booth space to promote your company/brand at the post-race party and complimentary race entries for 3 runners!
• Opportunity to add items into participant goodie bags as well as hanging your Banner at the event

Video Pre Roll: $3,500 (1 available)
• A 15 second video, provided by the sponsor, which will play before each participant views their finish line video. The video cannot be skipped.
• Plus everything listed under the Silver Sponsor, which is listed above.

Gold Sponsor: $5,000 (1 available)
• Your company name/logo will be recognized as a sponsor in all press releases, website and all promotional materials, on the event website with a link, on the back of participants technical shirts, mentions from stage as Gold Sponsor. Booth space to promote your company/brand at the post-race party and complimentary race registration for 6 runners!
• DIGITAL MARKETING and Opportunity to add items into participant goodie bags as well as hanging your Banner at the event

Platinum Sponsor: $10,000 (3 available)
• Your company name/logo will appear on the events main website with a link, listed towards the top of the sponsor board, will be recognized as a sponsor in all press releases, website and promotional materials, as well as on the back of the participants technical shirts. Mentions from stage as Platinum Sponsor. Booth space to promote your company/brand at post-race party and complimentary race registration for 13 runners
• DIGITAL MARKETING and Opportunity to add items into participant goodie bags as well as hanging your Banner at the event

• Presenting sponsor company name/logo is incorporated into the event title. A VIP Area at the Post Race Party.
• Your company name/logo will be recognized as the presenting sponsor in all press releases, in all promotional materials, on the all race bibs worn by participants, at the top of the sponsor board, on the events main website with a link, on the custom results page, as well as on the back of the participants technical shirts. Mentions from stage as Presenting Sponsor, Booth space to promote your company/brand at post-race party. and Complimentary race registration for 20 runners!
• DIGITAL MARKETING and Opportunity to add items into participant goodie bags as well as hanging your Banner at the event

We are seeking sponsors and in-kind donations for the 7th Annual Heart of Ghent 10K, Maury 5K & Kid’s Run! There is a sponsorship level for every budget. Customize sponsorships are available for items such as finisher medals, hospitality, the Kid’s Fun Run, etc. For additional information on sponsorship and marketing opportunities to our private database of over 124,000 regional athletes please email team@mettleevents.com, or call Nancy at 757-621-0028.

Make checks payable to: Mettle Events/HoG 10k

Mail payments to:
Mettle Events, Inc.
1211 Buckingham Ave.
Norfolk, VA 23508

* GBA members committing to Bronze Sponsorship level upgraded to Silver at no charge if agreement is signed by April 30, 2018

We look forward to working with you!

YES! We would like to be a sponsor for the 2018 Heart of Ghent 10K!

Company: ____________________________________________________
Address: ___________________________________________________
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____________________________________________________
Contact Name: _______________________________________________
Phone Numbers: _____________________________________________
Email: _____________________________________________________
Sponsor Level and/or Amount: _________________________________
Signature: __________________________________________________
Notes: _____________________________________________________

Event produced and timed by:

MettleEvents.com

Signature: __________________________________________________
Notes: _____________________________________________________

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