

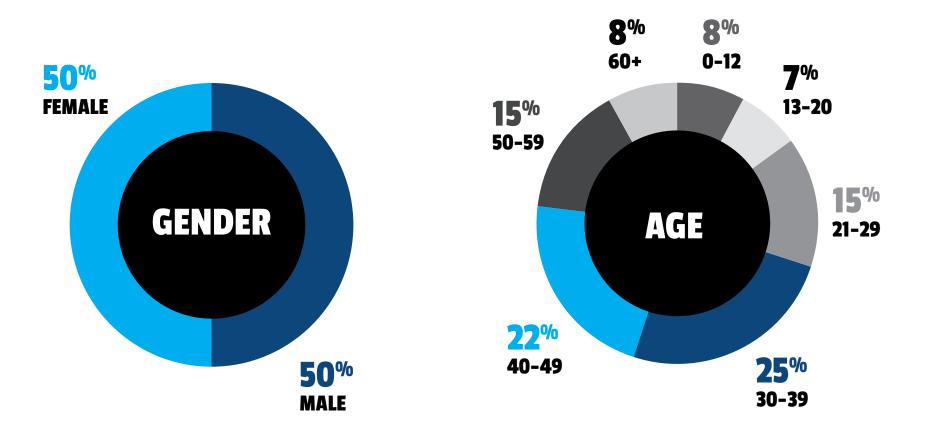


We hoped to bring our community back in person for the 17th Annual Pat's Run on April 24th, 2021. In consultation and agreement with local and state public safety officials, as well as our partners, the City of Tempe, and Arizona State University, we have decided to hold this year's celebration virtually to ensure everyone's health, safety, and success.

While we are disappointed that we won't be in the same physical location, we will still come together for the spirited, family-friendly event that we've all come to know and love. We are extending Pat's Run to a three-day event for flexibility and to use technology—our virtual expo, growing social media channels and live feeds—to create a unique experience for our participants, sponsorship partners, volunteers and fundraisers.

You can pledge your sponsorship commitment with confidence knowing your support is humbling and immensely impactful with benefits for your employees, your organization and our community. We'll offer ultimate sponsorship flexibility, including collaborative and adaptive options that use all the resources available to us. Sponsorship payments can also be completed through all of 2021, if needed.

PAT'S RUN DEMOGRAPHICS



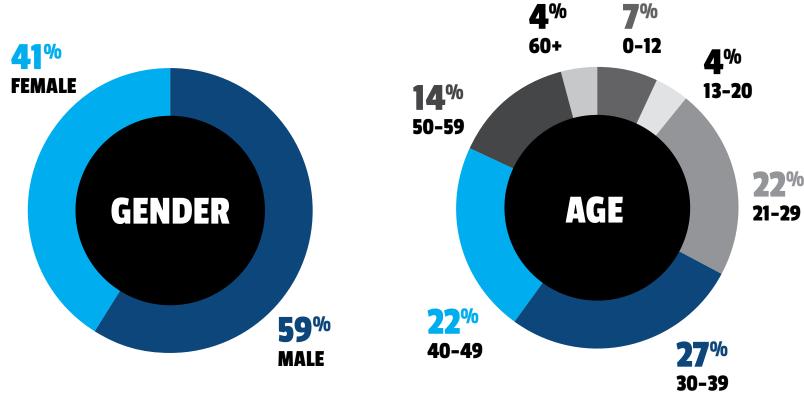
ARIZONA OUTREACH (26,549)

Phoenix 5,479
Mesa 2,661
Chandler 2,411
Scottsdale 2,356
Gilbert 2,250
Tempe 1,668





HONOR RUN DEMOGRAPHICS



HONOR RUN CITIES (2,058)

Atlanta, GA	Houston, TX	Portland, OR
Austin,TX	Las Vegas, NV	San Diego, CA
Boise, ID	Los Angeles, CA	San Franciso, CA
Boston, MA	Madison, WI	San Jose, CA
Charlotte, NC	Miami, FL	Seattle, WA
Chicago, IL	Honolulu, HI	South Jersey
Columbus, OH	New York, NY	Spokane, WA
Dallas-Fort Worth, TX	Oklahoma City, OK	St. Louis, MO
Denver, CO	Philadelphia, PA	Twin Cities, MN
Detroit, MI	Pittsburgh, PA	Washington, DC

Hosted in partnership with



BRAND MARKETING AND MEDIA OUTREACH

Partners like you can be a part of our multichannel Pat's Run marketing and media campaign. In addition to highlighting the growth of the foundation and the impact of the Tillman Scholars, we are committed to showcasing the generous support of our race sponsors and participants. Partners receive invaluable media exposure for their brands in front of a national network of supporters who care deeply about empowering our nation's veterans, military families and the greater community.



MEDIA PARTNERS





azfamily.com









OUTREACH



99,701



23,900

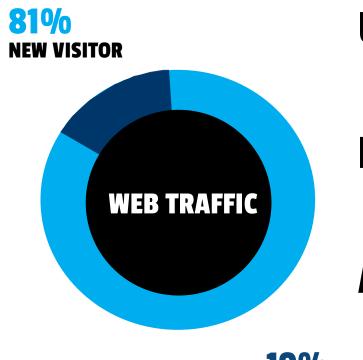


18,800



150,000

WEB TRAFFIC PATTILLMANFOUNDATION.ORG



USERS 271,807

PAGEVIEWS 1,584,612

AVG TIME 3:25 Min

19% RETURNING VISITOR

SPONSORSHIP OPPORTUNITIES

\$75,000 | PRESENTING SPONSOR

- Exclusive logo placement (front) on all 34,000 Pat's Run race shirts ***
- Exclusive logo placement with Pat's Run logo in all race materials & advertising
- TV advertising name mention in all race promotions and commercials
- Volunteer group priority
- Three dedicated social media posts (97k Facebook, 14k Instagram, 18k Twitter)
- Social Media Live Stream
- Logo banner on race registration platform RunSignUp
- Race app banner logo
- Featured placement race expo virtual Eventhub booth
- Expo banner logo
- Top tier logo recognition in all race collateral (30,000 pieces)
- Full page ad in official race program (distributed to all runners)
- Logo recognition in all Pat's Run emails (list of 120,000+)
- Top tier logo recognition on Pat Tillman Foundation website
- Logo placement in all Arizona Republic advertisements
- Complimentary race entries: 40
- Additional virtual year complimentary race entries: 50



\$42,000 | PLATINUM SPONSOR Two (2) Available

- Premium logo placement (sleeve) on all 34,000 Pat's Run race shirts ***
- Volunteer group priority
- Two dedicated social media posts (97k Facebook, 14k Instagram, 18k Twitter)
- Social Media Live Stream
- Logo banner on race registration platform RunSignUp
- Race app alert announcement
- Race app banner logo
- Featured placement race expo virtual Eventhub booth
- Expo banner logo
- Logo recognition in all race collateral (30,000 pieces)
- Half page ad in official race program (distributed to all runners)
- Logo recognition in all Pat's Run emails (list of 120,000+)
- Logo recognition on Pat Tillman Foundation website
- Logo placement in all Arizona Republic advertisements
- Complimentary race entries: 20
- Additional virtual year complimentary race entries: 25

\$30,000 | GOLD SPONSOR Three (3) Available

- Logo placement (top tier) on back of all 34,000 Pat's Run race shirts ***
- Volunteer group opportunities priority
- One custom social media posts (97k Facebook, 14k Instagram, 18k Twitter)
- Social Media Live Stream
- Logo banner on race registration platform RunSignUp
- Race app alert announcement
- Race app banner logo
- Featured placement race expo virtual Eventhub booth
- Expo banner logo
- Logo recognition in all race collateral (30,000 pieces)
- Half page ad in official race program (distributed to all runners)
- Logo recognition in all Pat's Run emails (distributed to list of over 120,000+)
- Logo recognition on Pat Tillman Foundation website
- Logo placement in all Arizona Republic advertisements
- Complimentary race entries: 15
- Additional virtual year complimentary race entries: 20

\$20,000 | SILVER SPONSOR Five (5) Available

- Logo placement on back of all 34,000 Pat's Run race shirts ***
- One custom social media posts (97k Facebook, 14k Instagram, 18k Twitter)
- Logo banner on race registration platform RunSignUp
- Race app banner logo
- Elevated placement race expo virtual Eventhub booth
- Expo banner logo
- Logo recognition in all race collateral (30,000 pieces)
- Quarter page ad in official race program (distributed to all runners)
- Logo recognition in all Pat's Run emails (distributed to list of over 120,000+)
- Logo recognition on Pat Tillman Foundation website
- Logo placement in all Arizona Republic advertisements
- Complimentary race entries: 10
- Additional virtual year complimentary race entries: 15

\$10,000 | BRONZE SPONSOR Ten (10) Available

- Logo banner on race registration platform RunSignUp
- Race app banner logo
- Race expo virtual Eventhub booth
- Expo banner logo
- Quarter page ad in official race program (distributed to all runners)
- Logo recognition on Pat Tillman Foundation website
- Logo placement in Arizona Republic thank you advertisement
- Complimentary race entries: 6
- Additional virtual year complimentary race entries: 6

\$25,000 | KIDS RUN SPONSOR One (1) Available

- Exclusive logo on Pat's Run Kids Run shirts (3,500) ***
- Exclusive logo branding "Kids Run presented by..."
- Sponsor representative to assist in starting Kids Run
- Logo banner on race registration platform RunSignUp
- Race app banner logo
- Half page ad in official race program
- Real estate in Kids Corner for displays, inflatables, mobile units etc.
- Opportunity to provide virtual kids goodie bags and/or items for goodie bags
- Logo placement in all Arizona Republic advertisements
- Logo recognition in all Pat's Run emails (distributed to list of over 120,000+)
- Logo recognition on Pat Tillman Foundation website
- Complimentary race entries: 20
- Additional virtual year complimentary race entries: 25

*** Sponsorship must be confirmed by February 9th to receive this benefit.



\$20,000 | MEDAL SPONSOR One (1) Available

- Exclusive logo featured on 28,000 race medal ribbons and 9 finisher awards
- Logo banner on race registration platform RunSignUp
- Race app banner logo
- Race expo virtual Eventhub booth
- Expo hall banner logo
- Logo placement in Arizona Republic thank you advertisement
- Quarter page ad in official race program (distributed to all runners)
- Logo recognition in all Pat's Run emails (distributed to list of over 120,000+)
- Logo recognition on Pat Tillman Foundation website
- Complimentary race entries: 4
- Additional virtual year complimentary race entries: 4

\$15,000 | BIB SPONSOR One (1) Available

- Exclusive logo featured on 28,000 race bibs
- Logo banner on race registration platform RunSignUp
- Race app banner logo
- Race expo virtual Eventhub booth
- Expo hall banner logo
- Logo placement in Arizona Republic thank you advertisement
- Quarter page ad in official race program (distributed to all runners)
- Logo recognition in all Pat's Run emails (distributed to list of over 120,000+)
- Logo recognition on Pat Tillman Foundation website
- Complimentary race entries: 4
- Additional virtual year complimentary race entries: 4

\$10,000 | VOLUNTEER SPONSOR One (1) Available

- Exclusive logo on all volunteer race crew t-shirts (2,500) ***
- Name and logo on all race communications regarding volunteer race crew
- Logo banner on race registration platform RunSignUpRace app banner logo
- Race expo virtual Eventhub booth
- Expo hall banner logo
- Name recognition announcement at finish line
- Logo placement in Arizona Republic thank you advertisement
- Logo recognition in all Pat's Run emails (distributed to list of over 120,000+)
- Logo recognition on Pat Tillman Foundation website
- Complimentary race entries: 4
- Additional virtual year complimentary race entries: 4

\$10,000 | KICKOFF RECEPTION SPONSOR

One (1) Available

- Signage opportunities at VIP reception
- Presented by... on invitations to the VIP Reception
- Logo banner on race registration platform RunSignUp
- Race app banner logo
- Giveaway opportunities during VIP Reception
- Logo placement in Arizona Republic thank you advertisement
- Logo recognition on Pat Tillman Foundation website
- Complimentary race entries: 4
- Additional virtual year complimentary race entries: 4

\$5,000 | RACE RESULTS SPONSOR One (1) Available

- Exclusive logo branding within Pat's Run race results platform
- Logo branding everywhere results are promoted on website and in race guide and app
- Complimentary race entries: 2
- Additional virtual year complimentary race entries: 2

\$50,000 IN-KIND MINIMUM | IN-KIND SPONSOR

- Logo placement on back of all 34,000 Pat's Run race shirts ***
- Logo banner on race registration platform RunSignUp
- Race app banner logo
- Race expo virtual Eventhub booth
- Expo hall banner logo
- Logo recognition in all race collateral (30,000 pieces)
- Half page ad in official race program (distributed to all runners)
- Logo recognition in all Pat's Run emails (distributed to list of over 120,000+)
- Logo recognition on Pat Tillman Foundation website
- Logo placement in all Arizona Republic advertisements
- Complimentary race entries: 10
- Additional virtual year complimentary race entries: 10

\$15,000 | PHOTOGRAPHY SPONSOR One (1) Available \$1

- Exclusive logo branding on all Pat's Run photos Photo Frame Sponsor Logo
- Watermark on race platrform uploaded photos
- Logo banner on race registration platform RunSignUp
- Race app banner logo
- Race expo virtual Eventhub booth
- Expo hall banner logo
- Logo placement in Arizona Republic thank you advertisement
- Quarter page ad in official race program (distributed to all runners)
- Logo recognition in all Pat's Run emails (distributed to list of over 120,000+)
- Logo recognition on Pat Tillman Foundation website
- Complimentary race entries: 4
- Additional virtual year complimentary race entries: 4

\$10,000 | AFTER PARTY SPONSOR One (1) Available

- Signage opportunities throughout Post Race Party
- Logo placement on all communication promoting Post Race Party
- Logo banner on race registration platform RunSignUp
- Race app banner logo
- Virtual Giveaway opportunities at After Party
- Logo placement in Arizona Republic thank you advertisement
- Logo recognition on Pat Tillman Foundation website
- Complimentary race entries: 4
- Additional virtual year complimentary race entries: 4

\$2,500 | MILE MARKER SPONSOR Four (4) Available

- Race app mile marker progress alerts
- Race app banner logo

\$1,000 | RACE EXPO VIRTUAL EVENTHUB BOOTH

- Live video and text chat
- Completely customizable with video, logo, and static promotion
- Shopify integration and vendor store sales capabilities
- Analytics and reporting for booth activity

^{***} Sponsorship must be confirmed by February 9th to receive this benefit.



2021 SPONSORSHIP COMMITMENT FORM

l conf	irm our sponsorship support at the level marked below:
	PRESENTING SPONSOR \$75,000
	PLATINUM SPONSOR \$42,000
	GOLD SPONSOR \$30,000
	SILVER SPONSOR \$20,000
	BRONZE SPONSOR \$10,000
	KIDS RUN SPONSOR \$25,000
	MEDAL SPONSOR \$20,000
	BIB SPONSOR \$15,000
	PHOTOGRAPHY \$15,000
	RACE CREW VOLUNTEERS SPONSOR \$10,000
	KICKOFF RECEPTION SPONSOR \$10,000
	AFTER PARTY SPONSOR \$10,000
	RACE RESULTS SPONSOR \$5,000
	IN-KIND SPONSOR \$50,000
	MILE MARKER \$2,500
	RACE EXPO VIRTUAL EVENTHUB BOOTH \$1,000

PAYMENT:				
Enclosed, please find a check made payable to the Pat Tillman Foundation				
Please invoice me				
Please contact me about other payment options				
In order to appropriately recognize your sponsorship, please complete the information below:				
COMPANY NAME	SIGNATURE			
CONTACT NAME	EMAIL			
PHONE	DATE			
COMPANY NAME (as you would like it to appear in printed materials)				
COMPANY ADDRESS				
CITY	STATEZIP			
Contact person regarding marketing materials, logos and promotional benefits:				
NAME	EMAIL			
PHONE	FAX			

Please return this form to Development Manager Christopher Cordes at ccordes@pattillmanfoundation.org or 480-727-5379 RACE DAY | APRIL 24, 2021

