



Soroptimist International of Mid-Columbia
PO Box 1171
Richland, WA 99352



Q: *What do you get when you pair a great cause with a unique event?*

A: *An attention-grabbing marketing campaign that gives sponsors tremendous exposure value, provides outreach opportunities, and generates community goodwill.*

Tri For Girls, a fundraising event of Soroptimist International of Mid-Columbia, is an indoor charity "funtathlon" for couch potatoes and exercise enthusiasts alike, November 5, 2011 at Gold's Gym in Kennewick.

From the do-gooder who wants to support a worthy cause to the fitness buff looking for a good workout, this event attracts moms, dads, sisters, brothers, and those who wish to champion projects that improve the lives of local women and girls.

Please consider supporting this dynamic fundraiser with a sponsorship or participant registration.

Corporate sponsorships are designed to earn your company valuable name recognition and direct marketing opportunities. We have fostered media partnerships in the greater Tri-Cities area to give sponsors excellent local-market press coverage, and research shows charitable event participants are brand-loyal to companies that support their philanthropies.

This outstanding cause-marketing opportunity reaches a desirable demographic and associates sponsors with the mission and positive image of Soroptimist International of Mid-Columbia. Proceeds from all sponsorships are administered by our non-profit 501(c)3 organization for local services that benefit women and children.

Local Soroptimists join with almost 100,000 members in about 120 countries and territories worldwide to contribute time and financial support to community-based projects benefiting women. In addition, clubs participate in Soroptimist International of the Americas' major service project, the Women's Opportunity Awards program—cash grants for women seeking to improve their economic situation through additional training and/or education.

Since sponsorships may be tailored to meet your objectives, please don't hesitate to contact 509.551.4160 or emily.estes@kndu.com to discuss your marketing ideas.



Sponsorship Options

All packages may be customized to meet your marketing objectives and philanthropical goals. Contributions may be tax deductible as an advertising expense or charitable donation.

Mission: Promote your company while raising funds for local scholarships and projects that improve the lives of women and children.

Strategies:

- **Naming rights** in media, marketing and registration materials.
- **Advertising campaign**, including recognition in television, radio, web and print.
- **Direct marketing outreach** to our captive audience using promotional giveaways, display/vendor space, banner rights, marketing materials distribution and your promos e-mailed to our brand-loyal distribution list.
- **Traffic drivers** with promos that invite participants to register or redeem an offer at your business. Website links and e-mail promotions to Tri for Girls database available.
- **Branding** of your logo on event merchandise, participant and staff t-shirts, event advertising.
- Close identification of your business or product with a non-profit 501(c)3 organization.

Tri For Girls Presenting Naming Rights \$2,500

- Tri For Girls is named for your company, such as "Sunshine Bank Tri For Girls."
- Advertising campaign features your company's event support on TV, radio, web or print (\$2,000 value).
- Cash contribution to a local pediatrician, hospital or children's organization in your name, publicized at a press conference orchestrated by Soroptimist International of Mid-Columbia.
- Dominant logo on t-shirts, participant punch cards, and promotional materials.
- Event display space.
- Up to 28 complimentary event registrations.

Splash • Ride • Stride \$1,000

- Individual event naming rights (swim, bike or run activity), such as "Smith's Shoes Stride."
- Advertising campaign features your company's event support on TV, radio, web and print (\$1,000 value).
- Recognition in media marketing before, during and after the event.
- Logo on t-shirts, participant passes and promotional materials.
- Event display space.
- Up to 16 complimentary event registrations.

Gold \$500

- Company name (text) on t-shirts.
- Sponsor mention in event marketing.
- Event display space.
- Up to 8 complimentary event registrations.

Silver \$250

- Mention in "thank you" campaign.
- Event display space.
- Up to 4 complimentary event registrations.

Bronze \$100

- Mention in media "thank you" campaign.
- 1 complimentary event registration.

Agreement

Company Name

Contact Person

Title

Mailing Address

Phone

Email

Sponsor and media requests:

Emily Estes ■ 509.551.4160 ■ emily.estes@kndu.com