SUMTER 360 COLOR 5K
SUMTER'S MOST COLORFUL RACE
MAY 3, 2014 | 9 A.M. (REGISTRATION OPENS AT 8 A.M)
USC SUMTER
REGISTER ONLINE AT WWW.SUMTER360.COM
PRESENTED BY SUMTER 360 & USC SUMTER FIRE ANTS SOFTBALL PROGRAM

REGISTER EARLY!
$30 - (*Team Price BEFORE February 21)
$35 - (*Team price AFTER February 21)
$40 - (Individual Price)

A team is a group 4+ friends, family members, co-workers, etc enjoying the course together!
Dear Sponsor,

The University of South Carolina Sumter Fire Ants Softball Program, along with Sumter 360, is excited to host Sumter’s first Color 5K this spring.

We want this to be a fun event for the entire community. In addition to that, we want to raise funds for the USC Sumter Fire Ants Softball Program to sustain future growth and continue to develop female athletes in our area.

On Saturday, May 3, 2014, we will work together to make this an event the entire community will remember and come back to each year.

Sumter 360

Sumter 360 is the first and only smart phone app for Sumter, available on Google and Apple devices. It serves as a mobile guide for Sumter, keeping you updated on all the events, restaurants, places to shop and much more. The app will feature 100% positive news and articles about local business. Other features include GPS mapping for all events and locations, and the ability to submit your own photos, videos and events. Visit us at www.Sumter360.com!

USC Sumter Fire Ants Softball Program

The USC Sumter Fire Ants Softball Program has been in existence since 2006. The program runs solely on fundraising efforts by the coach, Adrienne “Age” Cataldo, and team members. Players are recruited from around the southeast to play at USC Sumter.

The team participates in a wide variety of community service efforts including an American Cancer Society event in the fall, a canned food drive, special team coaches at the Special Olympics, all while maintaining stellar GPA’s. The team has received the Academic All-American Award from the NJCAA for the past three years.
We are asking you to please consider being a sponsor of the upcoming Sumter 360 Color 5K in order to raise much needed funds for the USC Sumter Softball Program. All of the money stays in Sumter and is spent to develop young women and the local program.

**As a sponsor, you can expect the following at the Sumter 360 Color 5K:**

- A crowd of approximately 1,000 runners and walkers from South Carolina
- More than 50 volunteers
- Regional exposure that guarantees strong promotion and publicity
- Depending on the level of sponsorship you choose, options ranging from logo placement to packet inserts
- Tremendous foot traffic along the race route

Please take a moment to read the sponsorship opportunities outlined in this booklet in order to learn how your organization can participate in supporting this event on May 3, 2014. Once your level of commitment is determined, please fill out the Sponsorship Form and return it with your check. After receiving your form, a race representative will be in contact with you. If you have questions, please call us at 803-938-3906 or email cataldo@uscsumter.edu.

Thank you in advance for your willingness to make a difference in the lives of young women in this community.

Become part of the excitement!

Sincerely,

**Misty Hatfield**  
Director of Marketing and Public Relations  
USC Sumter  
803-938-3728  
hatfielm@uscsumter.edu

**Adrienne “Age” Cataldo**  
Fire Ants Softball Head Coach  
USC Sumter  
803-938-3906  
cataldo@uscsumter.edu
COLOR 5K PARTICIPANT DEMOGRAPHICS

• Estimated Participants: 1,000
• Estimated Volunteers: 50
• Average Household Income: $143,750
• Education: 69% with Bachelor’s or Higher
• 51% Female 49% Male
• Average Age: 41.2
• Estimated Youth Participants: 300 (12 & under)
• Fitness Oriented

QUICK FACTS

• Date & Time: May 3, 2014 @ 9 a.m.
• Distance: 5k
• Location: USC Sumter Nettles Building
• Kids Area
• DJ with Entertainment
• T-shirts provided
• 1000 participants expected
• Sumter’s First Color 5K
SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR ($2,500)
• Exclusive vendor table in primary location at race start or finish line
• 6 complimentary race entries and t-shirts
• Banner with largest company logo at event finish line
• Primary placement of company name and/or logo on t-shirt (largest in size)
• Prominent placement of company name/logo on race marketing materials (brochures, posters, etc.) depending on time frame
• Race bag inserts (500 – 1000 pieces)
• Company name/logo on Finish Line banner
• Company name/logo on all race entry forms and e-blasts (largest in size)
• Recognition as exclusive presenting sponsor during announcements
• 50% off facility rental at USC Sumter
• First right of refusal for 2015 Sumter 360 Color 5K presenting sponsorship

PREMIUM SPONSOR ($1,000)
• Primary placement of vendor table at post-race celebration
• 4 complimentary race entries and t-shirts
• Company logo on banner at event finish line
• Placement of company name and/or logo on t-shirt (sized by level)
• Placement of company name/logo on race marketing materials (brochures, posters, etc.) depending on time frame
• Race bag inserts (500 – 1000 pieces)
• Company name/logo on all race entry forms and e-blasts (sized by level)
• Recognition as premium sponsor
• 25% off company facility rental at USC Sumter

CHOICE SPONSOR ($500)
• Placement of vendor table at post-race celebration
• 2 complimentary race shirts and entries
• Placement of company name and/or logo on t-shirt (sized by level)
• Placement of company name/logo on race marketing material (brochures, posters, etc.) depending on time frame
• Company name/logo on all race entry forms and e-blasts (sized by level)

PROMOTIONAL ITEM/Coupon SPONSOR ($100)
• Promotional item/material (supplied by sponsor) to be inserted in the Race Packets
ADDITIONAL SPONSORSHIP OPPORTUNITIES

**Bib Sponsor ($1500)**
- Your company logo on the Running Bibs worn by each participant. These are keepsakes for most runners.

**Event Station Sponsor ($250)**
- Stations include: Packet pick-up, water station, nourishment station, 5K t-shirt pick-up, medical first aid, 1 mile marker, 2 mile marker, etc.
- Display your signage as a sponsor at any one of the event stations
- Promotional item/material (supplied by sponsor) to be inserted into the Race Packets

**In-Kind Sponsorship**
- Provide a nourishment item(s) for the participants (e.g. water, bagels, fruit, etc)
- Promotional item/materials (supplied by sponsor) to be inserted into the Race Packets
SPONSORSHIP COMMITMENT FORM

Please complete this form and return it to USC Sumter by email at hatfielm@uscsumter.edu or fax 803-775-2180. Please make your check payable to USC Sumter Softball.

Questions? Call us at 803-938-3906 or 803-938-3728. Thank you!

Name of Sponsor: ________________________________
Address: ________________________________
Main Contact: ________________________________
Title: ________________________________
Telephone #: ________________________________
Email: ________________________________

Sponsorship Level: (SELECT ONE)
☐ Presenting Sponsor ($2,500)
☐ Premium Level ($1,000)
☐ Choice Level ($500)
☐ Event Station Sponsor ($250)
☐ Bib Sponsor ($1,500)
☐ Promotional Item/Coupon in Race Packets ($100)
☐ In-Kind Sponsor:

PLEASE SPECIFY (e.g.- water, bagels, fruit, etc): ________________________________