



www.setupevents.com



Beach2Battleship

Entertainment & Stage Sponsorship Overview

- **Date:** November 7, 2009
- **Impact:** Beach2Battleship had a \$2.5 million econ/impact on Wilmington, this sponsorship helps your business earn its share
- **Locations:** Starting in Wrightsville Beach, NC and finishing at the USS North Carolina Battleship Memorial in downtown Wilmington
- **Charitable Benefactor:** 100% of proceeds benefit Wilmington Family YMCA
- **Number of Triathletes:** 1,500 triathletes
- **Event Description:** Beach2Battleship's (B2B) headline event is the iron distance triathlon – 2.1 mile swim, 112 mile bike and 26.2 mile run
- **Media:** National media buy with Triathlete Magazine and \$12K ad buy and partnerships locally with WECT-TV, WWAY and the Star News



Entertainment & Stage Sponsorship Description: The finish line will be the epicenter of action during B2B. Thousands of family members and local spectators will fill the grounds of the USS North Carolina Battleship Memorial to root on the 1,500+ finishers and to enjoy food, live entertainment and family fun activities like the B2B KidZone.

Entertainment & Stage Sponsorship Elements:

- The entertainment sponsor is branded as the host of the **B2B Finish Line Festival**
- Four (4) large banners (8' x 3') adorning the entertainment stage
- At-event marketing space at packet-pickup during two days leading up to event day and finish line marketing space adjacent to the stage
- Major sponsor logo and web link on B2B event website
- E-blast to all competitors announcing sponsorship and messaging any promotions
- Logo inclusion on all event banners produced and displayed during the event
- Logo on event tee shirts
- **Investment: \$2,500 (in-kind trade will be considered)**

Why Beach2Battleship Matters: This event will bring together thousands of competitors, families and friends. Participants and spectators will come from Wilmington, the state of North Carolina and from around the country. National and local media are already promoting the event. This is Wilmington's opportunity to showcase all the region has to offer.

Community Involvement: It is critical that corporate community partners support B2B through sponsorships and in-kind trade. The stronger corporate community support equates to better promotions of the event locally and nationally which increases the participation of both competitors and local residents, and ensures the long term success of this community fund raising event.

We encourage all potential expo sponsors to go to www.beach2battleship.com to view a brief video highlighting the many great features of this event.