

# Sponsorship Programs

RAAM Sponsorship provides benefits throughout the year. Five sponsorship levels are available which reflect combined values of cash, services and/or in-kind merchandise. These are designed to help you achieve your specific business objectives.

**Supporting Sponsor**  
**Contributing Sponsor**  
**Affiliated Sponsor**  
**Principal Sponsor**  
**Title and Presenting Sponsor**

Each sponsorship level reflects a different value. Hundreds of specific opportunities are available to promote your company's products and/or services.

We offer *guaranteed category exclusivity*.

We will work with you to develop a program to achieve your specific business goals.

## Marketing Impact for Sponsors

### **Athlete and "RAAM Family" Customer Relations**

- Direct messaging to a database of 5,000 racers and crew
- Ancillary reach to racers' grassroots market and partner base
- The donor base and reach for each of the 30+ unique charitable causes supported.

### **Television Coverage**

- RAAM has been aired as a feature presentation, on ABC Wide World of Sports, ESPN, OLN, BBC and NBC
- 30+ television stations around the nation aired the RAAM story on news shows to a potential audience of 44 million in 15 states
- International broadcasts in 10+ foreign countries

### **Print Coverage**

- 300+ newspaper and magazine stories - 26 states – over 35 million impressions/year
- Major national print titles - New York Times, USA Today, Women's Health and VeloNews

### **Radio Coverage**

- Coverage in markets along the race route
- Coverage in the markets of the participating athletes
- ESPN Radio has provided local coverage from the Finish Line

### **Internet Coverage**

- 4 million page views during the 2 weeks of race coverage in June 2007.
- 100,000+ unique visitors and 600,000+ unique landings (high repeat-visit rate)
- Additional 100,000+ views of video "field reports"
- Additional 500,000+ views of photo galleries