

# THE GREAT INFLATABLE RACE



**2020 SPONSORSHIPS**



# WHAT IS THE GREAT INFLATABLE RACE

The Great Inflation Race is the first and original all inflatable obstacle fun run that uses giant inflatables spread throughout the running course. Participants start the race climbing one of our inflatables and then race friends and family to the next inflatable obstacle.





# DIGITAL REACH 2019

FACEBOOK



53,888,760  
Impressions

INSTAGRAM



18,653,219  
Impressions

## PARTICIPANTS 2019

- 87,500 total participants
- 100,000+ individuals attended (including observers)

## PARTICIPANTS 2020

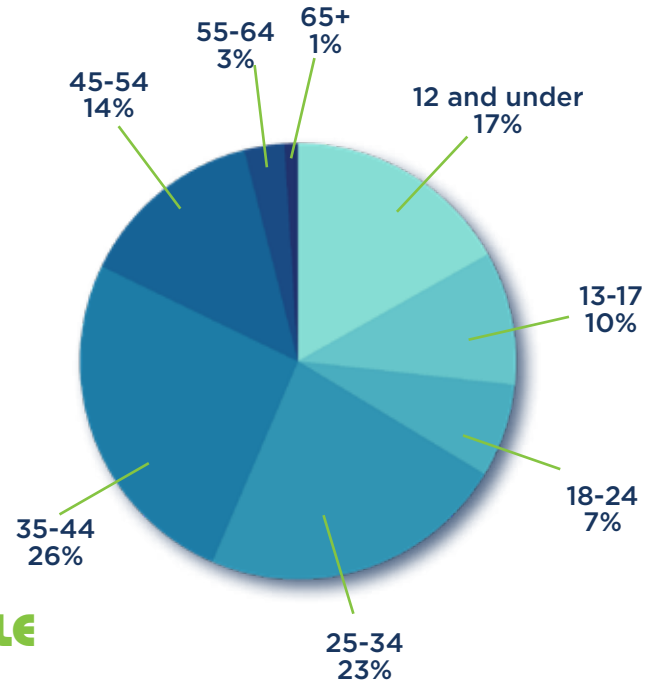
- 45+ events throughout the U.S.
- Expecting over 125,000 participants





# DEMOGRAPHICS

## PARTICIPANT AGE



**FEMALE**  
63%

**MALE**  
37%

### HOUSEHOLD INCOME

\$0-\$50K: 41%  
\$50-\$100K: 34%  
\$100-\$150K: 15%  
\$150K+: 10%

### OCCUPATIONS

Management: 17%	Computing/IT: 4%
Sales: 10%	Healthcare: 3%
Educator: 8%	Research: 3%
Finance: 7%	Marketing: 3%
Operations: 4%	Administration: 2%

# SPONSORSHIP PACKAGES\*

## Presenting Title Sponsor

- Brand name included as presenting sponsor for the event. “Brand X Presents The Great Inflatable Race - City”
- Prominent banners (4x8) displayed at the registration tent, starting inflatable, and ending inflatable
- Brand logo in geotargeted digital & print advertisements
- Exclusive digital logo placement in the top banner of the event’s web page
- Brand logo & link on all pre-event emails to participants
- 20 complimentary race entries
- Shareable discount code for event offering 15% off
- Multiple DJ shoutouts during event recognizing brand as title sponsor

Premium booth placement in the festival area. Upgraded 20x20 booth size if desired. Promotional material or product can be handed out to participants as they finish.

## Warm-Up Sponsor

- Dedicated mic time before each wave to discuss brand & warm-up participants
- Optional signs or banners at start/finish (provided by sponsor)
- Logo with link on the event’s web page
- Dedicated email featuring your brand & copy
- Targeted social media posts highlighting brand as warm-up sponsor
- 15 complimentary race entries
- Shareable discount code for event offering 10% off

Premium booth placement near the starting area. Upgraded 10x20 booth size if desired. Microphone takeover for 5 minutes before each wave starts.

## Finish Line Sponsor

- Co-Branded backdrop for finish line photos/selfies
- Snapchat geofenced event filter featuring your brands logo
- Multiple DJ shoutouts during event recognizing brand as finish line sponsor
- Targeted social media posts highlighting brand as finish line sponsor
- Dedicated email featuring your brand & copy
- 10 complimentary race entries
- Shareable discount code for event offering 10% off

Premium booth placement at the finish line. Upgraded 10x20 booth size if desired. Promotional material or product can be handed out to participants as they finish.

## Packet Pickup Sponsor

- Participants visit your location Friday before the event to pick up race packets
- Unique opportunity to engage with potential customers
- Dedicated email & social posts highlighting brand & location as Packet Pickup Sponsor
- Physical or Digital promotional offer distributed to ensure ROI (provided by sponsor)
- Logo with link on website as official Packet Pickup Sponsor for the event.

Optional 10x10 booth activation on the day of the event.

## Hydration Stations Sponsor

- Banner (3x6) with brand logo displayed at all water stations for the event.
- Ability to have brand representatives at each station for swag giveaways
- Logo with link on the event’s web page
- Promotional flyer/coupon included in every participant’s race packet (provided by sponsor)
- 5 complimentary race entries
- Shareable discount code for event offering 10% off

Booth placement at the finish line water station. Sponsor can provide table cloths and branded paper cups if desired. Upgraded 10x20 booth size if desired.

\* Tents & Tables ARE NOT INCLUDED. Rentals available if requested in advance.



# ADDITIONAL PACKAGES

## • Digital Promotion

- Dedicated email featuring your copy and optional digital coupon
- Targeted social media posts highlighting brand as Digital Sponsor
- Logo with link on the event's web page
- Shareable discount code for event offering 10% off

## • Race Packet Sponsor

- Promotional flyer/coupon included in every participant's race packet.
- Direct marketing to the exact demographic that would interact with your brand & product

## • Inflatable Sponsor

Desired signage (banner, A-frame) to be provided by sponsor

## • Premium Vendor Package

- Priority vendor space in optimal location
- DJ shoutouts during event
- Logo with link on the event's web page
- Targeted social media post

## • Vendor Booth Space

## • Food & Beverage Vendor

## • 10x10 Pop-Up tent rental

## • Vendor Table rental

## • Custom Packages: (Contact for info)



# BENEFITS OF SPONSORSHIP

- Face-to-face engagement
- Integration into race marketing (brand mentions in print, radio and online promotions when applicable)
- Build your social media base and engagement
- Your branding along the course
- Promotional materials and products in participant packets
- Verbal recognition (raffles, giveaways, verbal recognition at race, etc.)
- Community involvement (thousand of runners engages in supporting a charity, having a good time, improving their health and enhancing relationships)





