



PRESENTS



SPONSORSHIP PACKAGES

MEDIA EXPOSURE:

The Citizen
Peachtree City, GA
Circulation: 9,125

Birmingham News
Birmingham, AL
Circulation: 145,655

Times Daily
Florence, AL
Circulation: 28,900

Times Free Press
Chattanooga, TN
Circulation: 73,800

The Tennessean
Nashville, TN
Circulation: 174,073

Rome News-Tribune
Rome, Ga
Circulation: 14,466

The WinShape Ride for the Family will purchase ads in local media outlets prior to and following the Ride. Each sponsor's name or logo will be listed in the ads. Additional exposure could be garnered through coverage in local newspapers and broadcast outlets, as well as at community events during the Ride.



SILVER: \$5,000

INCLUDES:

- Sponsor recognition in daily newsletter and on all ride handouts (ride guide, special event tickets, etc)
- All marketing collateral (external & internal), print ads and social media will include sponsor logo
- Ride website (www.winshaperide.com) will feature sponsor logo
- Daily ride video will include the sponsor logo



Daily Marketing



Daily Ride Video

RIDE FOR THE FAMILY VIDEO



www.winshaperide.com

2011 RIDE ROUTE | DETAILS COMING SOON

*All designs shown are representations only. Design and applications subject to change without notice.

GOLD: \$10,000

INCLUDES:

- Sponsor recognition in daily newsletter and on all ride handouts (ride guide, special event tickets, etc)
- All marketing collateral (external & internal), print ads and social media will include sponsor logo
- Ride website (www.winshaperide.com) will feature sponsor logo
- Daily ride video will include the sponsor logo
- Sponsor logo will be featured on ONE ride daily t-shirt
- Ride vehicles will feature all sponsor logos



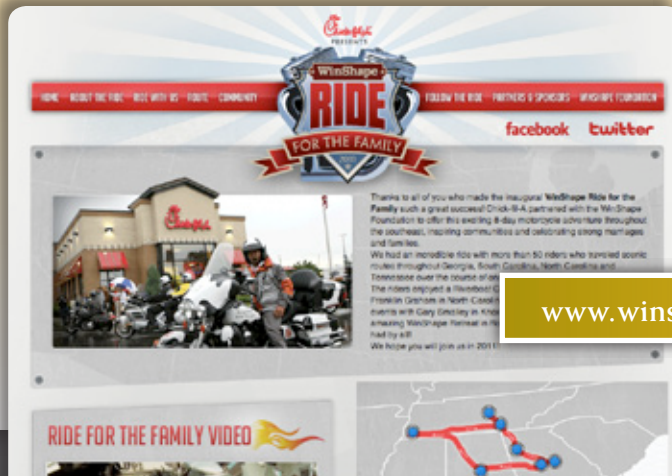
Daily T-Shirt



Marketing Materials



Daily Ride Video



www.winshaperide.com



Vehicle Wrap

*All designs shown are representations only. Design and applications subject to change without notice.

PLATINUM: \$15,000+

INCLUDES:

- Sponsor recognition in daily newsletter and on all ride handouts (ride guide, special event tickets, etc)
- All marketing collateral (external & internal), print ads and social media will include sponsor logo
- Ride website (www.winshaperide.com) will feature sponsor logo
- Daily ride video will include the sponsor logo
- Sponsor logo will be featured on ONE ride daily t-shirt
- Sponsor name will also be included on EACH daily t-shirt in a strategic location (sleeve, collar or side of shirt)
- Ride vehicles will feature all sponsor logos
- One wrap will feature Platinum level sponsor on the entire vehicle



One Daily T-Shirt

Each Daily T-Shirt Recognition



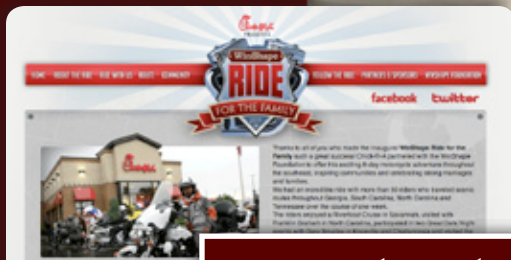
Marketing Materials



Each Vehicle Wrap Recognition



Daily Ride Video



www.winshaperide.com



One Vehicle Wrap Sponsor

*All designs shown are representations only. Design and applications subject to change without notice.

OCTOBER 8 - 14, 2011 • WWW.WINSHAPERIDE.COM

©2011 CFA Properties, Inc.