

Sponsorship Information

Women Run the Cities[®]
September 25, 2011

MNCREW presents:



Be a part of the fun



What is Women Run the Cities®?

ANN BANCROFT



“Thank you, Ann Bancroft Foundation, for the priceless experience your foundation provided for these girls. They finally had an opportunity to do something just for themselves.”

— MARY M.,
ABF PROGRAM MENTOR

Minnesota’s all-women running/walking event. This event caters to both experienced and beginning runners and walkers with a 10-mile run, 5K run/walk, and 1-mile Girls Run.

The fifth annual MNCREW’s Women Run the Cities® will be held on September 25, 2011. Participants will start and finish their races at the Minnehaha Park in Minneapolis. The course allows runners and spectators to enjoy the beautiful parks along the Mississippi River, with the 10-mile and 5K courses winding through both Minneapolis and St. Paul.

The Minnesota Commercial Real Estate Women’s (MNCREW’s) Women Run the Cities® is designed to encourage women of all ages to engage in a healthy and active lifestyle while promoting networking among professional women in the real estate industry.

Charity Partners

The majority of the proceeds from MNCREW’s Women Run the Cities® will benefit the **Ann Bancroft Foundation**, an organization dedicated to supporting women and girls to realize their highest dreams and potential. Ann Bancroft Foundation has helped over 577 girls and women in Minnesota awarding over \$210,000 with their Dare to Dream mini-grants.

The event will also support **CREW Foundation**, whose national grant programs assist women and girls achieve economic self sufficiency and promote the entry of more women into commercial real estate careers.



FOR MORE INFORMATION VISIT:

www.womenrunthecities.org

Why Should My Company Sponsor this Event?

1 MILE GIRLS RUN AT THE START



"I will definitely be back next year and tell my friends and neighbors to join me."



It's unique. It gives you direct access to women professionals. It supports, develops, and helps girls realize their dreams while promoting a healthy lifestyle.

The popularity of running among women has increased for a number of years. According to the National Sporting Goods Association, the number of female casual runners rose by 14% between 1999 and 2004. Local 5K, 10K, half marathons, and marathons are attracting large women followings. On average, women accounted for 50% of participants in over ten longer Minnesota races.

Sponsorship of Women Run the Cities® exposes your company to:

The growing number of women and girl runners in the community

At Women Run the Cities® alone, we started with 900 participants in our inaugural year, and have again exceeded our goal, with over 2,200 participants in 2010. We are pleased to have had 65 girls participate in the 1 Mile Girls Run.

Participant and event supporters in the Twin Cities area

Radio, print and television sponsors have offered exposure on multiple levels, including newspaper articles, special newspaper inserts and special television segments. See our website for a sample of media clips.

Professional women involved with the event organizer, MNCREW

See information about MNCREW on next page

In addition, your company can **support local women's organizations and charities** — tens of thousands of dollars have been distributed to our charity partners through this event — and receive direct access to women of all ages who share in the common goal of living a healthy lifestyle.



Why Should My Company Sponsor this Event?

"The course was great!"

"Great event, good starter event for new runners, really supportive atmosphere."

"What a great opportunity to feel the sisterly support from other women! Many 'strangers' running near me commented about how hard it was to really take in the power of a group of women doing something like this together. It was wonderful!"

"Wonderfully organized race! I had a blast and for sure will do it again!"

"Love this event! I have run many races and this is by far one of my favorites... one I will do every year."

As organizers for the event, MNCREW's demographic and network includes senior-level professionals that represent decision makers from every facet of the commercial real estate industry, including investors, architects, construction managers, brokers, lenders, attorneys, engineers, and more.

- **71% are considered key decision makers;**
- **49% do business on a national level;**
- **40% have a graduate degree;**
- **25% earn more than \$100,000 per year; and**
- **16% have company ownership.**

Position your company as a leader in diversity and in the advancement of women. Women Run the Cities® and its charity partners, Ann Bancroft Foundation and CREW Foundation, care about the health and well-being of women in the Twin Cities.

Women Run the Cities® hopes that your company takes this opportunity to show its support of women by becoming a sponsor of this powerful event.



Sponsor Level

Platinum

\$25,000, EXCLUSIVE TITLE SPONSOR

DISCOUNTED MULTI-YEAR SPONSORSHIP AVAILABLE

- **Title Sponsor for Women Run the Cities®**
 - Logo recognition on race signage including start/finish
 - Company name and prominent logo recognition on finisher apparel
 - Opportunity for company representative to fire the “start” gun
 - Opportunity to present awards during ceremony
 - A 100-word company profile included on race web site
 - Hot link to sponsor’s home page from race website
 - 10 tickets to monthly MNCREW program luncheons
 - Opportunity to speak to MNCREW membership at monthly meeting
 - 25 complimentary race registrations
 - Event-day race networking presence
 - Name included on pre-event press releases and press materials
 - Company name and logo recognition on race promotional literature
 - Logo recognition prominently featured on Women Run the Cities® marketing
 - Marketing materials distributed to local running stores and other public venues, professional real estate organizations, and other MNCREW events
 - Opportunity to provide a logo gift item to participants at no additional cost
 - Opportunity to display and distribute printed materials at race at no additional cost
- Some benefits are time sensitive.*



Sponsor Level

Gold

\$10,000

DISCOUNTED MULTI-YEAR SPONSORSHIP AVAILABLE

- Company name and logo recognition on finisher apparel
 - Hot link to sponsor’s home page from race website
 - 10 complimentary race registrations
 - Event-day race networking presence
 - Name included on pre-event press releases and press materials
 - Company name and logo recognition on promotional literature
 - Logo recognition featured on Women Run the Cities® marketing
 - Marketing materials distributed at local running stores and other public venues, professional real estate organizations and other MNCREW events
 - Opportunity to provide a logo gift item for participants at no additional cost
 - Opportunity to display and distribute printed materials at race at no additional cost
- Some benefits are time sensitive.*



Sponsor Level

Silver \$5,000

DISCOUNTED MULTI-YEAR SPONSORSHIP AVAILABLE

- Hot link to sponsor's home page from race website
- 5 complimentary race registrations
- Logo recognition featured on the Women Run the Cities® marketing
- Company name and logo recognition on finisher apparel
- Logo recognition on promotional literature
- Opportunity to provide a logo gift item to participants at no additional cost
- Opportunity to display and distribute printed materials at race at no additional cost

Some benefits are time sensitive.



Sponsor Level

Bronze \$1,000

DISCOUNTED MULTI-YEAR SPONSORSHIP AVAILABLE

- Hot link to sponsor's home page from race website
- 2 complimentary race registrations
- Logo recognition featured on the Women Run the Cities® marketing
- Logo recognition on promotional literature
- Opportunity to provide a logo gift item to participants at no additional cost
- Opportunity to display and distribute printed materials at race at no additional cost

Some benefits are time sensitive.



In-kind Sponsorship

UP TO \$10,000

In-kind sponsorship: up to \$10,000; benefits in accordance with cash sponsorships

Benefit level is calculated at sponsor's own cost, not retail pricing level. Includes but not limited to bottled water, food items, coffee, etc.

Some benefits are time sensitive.