

Hillbilly Half Marathon Sponsor Kit



1/2 Marathon and 5K Road Races

June 3, 2017

**4104 Old Hillsboro Road
Leiper's Fork, TN 37064**

About Run Franklin



Run Franklin, LLC was established in 2012 to promote healthy, injury-free running and overall health for families and individuals in and around the Franklin area. We helped to grow and promote the [Franklin Road Runners](#) running group and various other running and community events. In 2013 we founded the Franklin Half Marathon in Leiper's Fork, TN.

History

2017 will be the fifth event for this race. The past four years we have seen runners from all over the country, 87.5% from Tennessee. We have attracted elite runners like Scott Wietecha, four time Country Music Marathon winner. We have built a long-lasting relationship with our sponsors. The following sponsors have partnered with us since 2013: The Peach Truck, Animalia, Jet's Pizza, Williamson Medical, Atmos Energy, Marriott Cool Springs and Whole Foods Cool Springs.

2017 Event

We have contracted with Rabbit Road Racing Timing Solutions which has the state-of-the-art ChronoTrack RFID timing system with live internet results and tracking. This system can be integrated with a video of each finisher that can include a 20 second advertisement before each video is played. This will be offered to the title sponsor.

We will have packet pickup locations on Friday 6/2. The location is to be determined. This would be great for the presenting sponsor or a local business that would benefit from active, health-conscious walk-in traffic.

In-Kind Sponsorship

A race of this size and scope is very expensive. We accept and encourage trading goods and services in return for race sponsorship. For example, you could donate bananas, bagels, water bottles, race bibs (One sponsor only), t-shirts (One sponsor only), ice, door prizes or awards for the top finishers (8 overall winners, 84 age group winners).

The Race

The half marathon course starts and stops just north of the historic Leiper's Fork district. It heads east on Floyd, to Bailey, then right on Bear Creek, right on Leiper's Creek to finish in the downtown district. Runners will be going through some of the most picturesque roads in Williamson County. We expect this event to draw at least 1000 participants from Franklin and surrounding areas including Kentucky, Alabama, Georgia, North Carolina and Virginia.

Social Media



Social media is a huge part of our success. We have built a healthy following on Facebook with over 3800 "likes" and "follows." Having an active, responsive social media campaign enables us to reach the runners on a personal level and creates loyalty to the event, showing that we care.

As a sponsoring partner, we will commit to acknowledge our sponsors by promoting their social media, website or other desired campaign target.

2017 Sponsorship Opportunities

Title Sponsor – \$3500

(1 available)

- Receive all benefits of the Gold, Silver, Vendor Booth sponsor Levels
- Logo prominently placed on all advertising materials and exclusive logo on t-shirts
- Inclusion in all 2017 Hillbilly Half Marathon communications promoting the event
- Prominent signage with your company logo in key areas on race day
- Access to an exclusive email to all registered participants
- Opportunity to speak on the Main Stage about your company/organization (2-5 minutes)
- Complimentary race entries for employees/members/family of your organization (up to 25)
- Large graphic link on race website

Gold Sponsor - \$1250

- Receive all benefits of the Silver and Vendor Booth sponsor levels
- Logo included on print advertising materials
- Inclusion in all media/press releases
- Receive a company/organization specific announcement from Main Stage on race day
- Complimentary race entries for employees/members/family of your organization (up to 10)
- Medium graphic link on race website

Silver Sponsor - \$750

- Receive all benefits of the Vendor Booth sponsor level
- Company/Organization mentioned as sponsor from Main Stage on race day
- Company logo included on Thank You Banner displayed on race day
- Company logo included on all race T-Shirts
- Complimentary race entries for employees/members/family of your organization (up to 5)
- Small graphic link on race website

Vendor Booth - \$350

- May bring your own 10x10 tent, table, chairs, company representatives and company signage to set up a booth in the vendor area at packet pickup and/or race day (Friday 6/2 & Saturday 6/3)
- Ability to offer a product, service and/or literature to participants who visit your booth
- Goody bag insert (you provide item/materials)
- Text link on race website



Mile Marker Sponsor - \$150 (only 12 available)

- Promote your brand or organization on the course.
- Brand Recognition on the course
- Goody bag insert (you provide item/materials)
- Text link on race website



YES, we're ready to partner with the 2017 Hillbilly Half Marathon and Little Billy 5K

Sign us up for the following package:

Presenting Gold Silver Booth Mile Marker: Qty _____

Customized Package see attached Exhibit (s) _____ for details

Total amount due \$ _____ (payment due no later than 06/01/17)

Expo Booth Yes No

Company name _____

Contact name _____

Address _____

City State ZIP _____

Contact phone _____ Fax _____

Contact e-mail address _____

Company Web site address (URL) _____

Authorized signatures _____

Date _____

Please mail your completed form and payment to:

Run Franklin, LLC, 188 Front Street, Suite 116-20, Franklin, TN 37064

General Terms and Conditions

1. **Modifications to Sponsorship Commitment.** The duties, rights and obligations set forth in the Sponsorship Commitment may be modified by mutual agreement in the form of written addenda signed by both parties.

2. **Volunteer.** Sponsor shall provide the services, goods, promotion and other good and valuable benefits described in the Sponsorship Commitment at no profit to Sponsor, at no cost or charge to Run Franklin, LLC and on a volunteer basis. In so doing, it is understood that Sponsor is not soliciting donations or collecting proceeds on behalf of RUN FRANKLIN, LLC (RUN FRANKLIN)

3. **Trademark Rights.** The "Hillbilly Half Trademarks" are defined as: the Hillbilly Half Marathon trade names, trademarks, designs, trade dress and logos. The "Sponsor Trademarks" are defined as: the Sponsor's trade names, trademarks, designs, trade dress and logos. RUN FRANKLIN and the Sponsor each grant the other a limited, personal, non-exclusive, non-transferable and non-assignable license to use the other's Trademarks only in connection with the Sponsorship Commitment and only for purposes consistent with the Sponsorship Commitment. Sponsor will obtain RUN FRANKLIN's approval of each use of the Trademarks in connection with the Sponsorship Commitment, in advance and in writing, which approval shall not be unreasonably withheld or delayed. Sponsor shall not modify, alter or obfuscate the Trademarks or use the Trademarks in any manner that disparages RUN FRANKLIN or portrays RUN FRANKLIN in a false, adverse or poor light. Sponsor shall not use the Trademarks in telemarketing, door-to-door sales of any product or service, or in any other manner not expressly authorized by RUN FRANKLIN's pursuant to the terms hereof. Upon termination or expiration of this Agreement, Sponsor shall take such action as may be necessary to cease the use of the Trademarks as soon as practical, but in no event more than sixty (60) days following such termination or expiration. Sponsor shall approve any use of the Sponsor's Trademarks by RUN FRANKLIN in support of the Sponsorship Commitment and in any announcements or acknowledgements developed by RUN FRANKLIN to thank or acknowledge Sponsor, which approval shall not be unreasonably withheld or delayed.

4. **Donations.** In order to ensure compliance with the law of charitable fundraising, Sponsor shall provide records and other materials relating to Sponsor's activities in support of the Sponsorship Commitment upon RUN FRANKLIN's request. If Sponsor's Program consists of providing goods or services to RUN FRANKLIN at no cost to RUN FRANKLIN, then, no further donations, royalties or accounting will be due to RUN FRANKLIN.

5. **Recognition.** It is understood that RUN FRANKLIN has a policy of not endorsing products and nothing contained herein shall be construed as RUN FRANKLIN performing business or advertising services for the Sponsor. It is the parties' intention that any action taken by RUN FRANKLIN in support of the Sponsor's Program will be consistent with RUN FRANKLIN's customary mechanisms, channels and procedures for publicizing its charitable mission and obtaining support and donations.

6. **Rights of Termination.** Either party may terminate this Agreement at any time by giving notice in writing at least 30 days prior to the date upon which termination is to occur. RUN FRANKLIN shall have the right to terminate this Agreement immediately upon written notice to Sponsor, if Sponsor improperly uses any Trademarks, if Sponsor jeopardizes the good reputation or goodwill of Hillbilly Half Marathon, if RUN FRANKLIN determines that Sponsor's actions may result in liability or undesirable publicity to Hillbilly Half Marathon, or if Sponsor fails to make the proper Disclosures. Upon termination, Sponsor agrees to remove any logos, trademarks and textual references to Hillbilly Half Marathon from all packaging, charitable and collateral materials, and any other documentation not specifically referenced herein within sixty (60) days of receipt of termination notification. Further, in the event of termination of this Agreement, Sponsor will remit to RUN FRANKLIN, as soon as possible but in no event more than sixty (60) days following said termination, any monies due through the termination date and provide an accounting thereof. No further financial obligations will exist between parties beyond the termination date.

7. **Publicity.** Each party shall obtain the prior written consent of the other party concerning the content and plan of distribution of any public announcement, press release or advertisement concerning this Agreement. However, consent may be withheld by RUN FRANKLIN or the Sponsor in its absolute discretion.

8. **Confidentiality.** Sponsor shall keep confidential, and shall not disclose to any third person, all information which it has, obtains or otherwise utilizes in connection with its relationship with RUN FRANKLIN, including all written or oral information. The provisions of this Section shall survive the termination or expiration of this Agreement.

9. **Indemnity.** Each party shall indemnify and hold harmless the other from and against any and all claims, liability and expenses arising from any proceeding commenced by any third party arising out of the negligent or intentional acts or omissions of the other or violations of law of the other.

10. **Construction.** This Agreement shall be governed by and construed in accordance with the laws of the State of Tennessee. The parties agree that any claim or controversy arising out of or relating to this Agreement, or the subject matter thereof, shall be subject to the exclusive venue of a court of competent jurisdiction in Franklin, TN. In the event of any conflict between the provisions of the Sponsorship Commitment and these terms and conditions, these terms and conditions shall govern.

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