2014 Dr. Bob Run Advertising & Sponsorship Opportunities

On behalf of the 2014 Dr. Bob Run, the Department of Health, Sport & Exercise Sciences (HSES) at the University of Kansas would like to thank you for your interest in supporting our 5th annual 5K event honoring the life and mission of Dr. Bob Frederick.

2014 Dr. Bob Run Event:
Saturday, September 20, 2014
7:30 a.m. at Rim Rock Farm
http://hses.soe.ku.edu/drbob

As a former basketball coach, athletics director, instructor, and HSES department chair at KU, Dr. Bob Frederick’s primary life passions included: the pursuit of healthy outdoor activity and living a life that matters. The Dr. Bob Run supports both of those passions. Further, proceeds for the Dr. Bob Run go to support academic scholarships awarded to both undergraduate and graduate students studying sport management through the HSES Department at the KU School of Education.

If you are considering options to fiscally support the 2014 Dr. Bob Run Event, we thank you again for your support. With the generous help of donations from business and individuals like you, we are able to continue to keep Dr. Bob Frederick’s spirit alive while promoting a healthy and active lifestyle. The run has grown each year and our goal is to have over 400 participants in this year’s event. With your help, we can achieve this vision. In return for your donation to support our organization, the Dr. Bob Run will recognize your business in this manner:

**Presenting Level** Sponsorship $2,500-$5,000

Sponsor business/individual name or logo most prominently displayed as “Dr. Bob Run, presented by . . .” in advertisements including:

- Your business name or logo on all Dr. Bob Run T-shirts
- Your business name or logo on all Dr. Bob Run promotional signs around Lawrence, KS
- Your business name and logo on the official Dr. Bob Run registration website
- Your business name mentioned in any radio/television spots prior to Dr. Bob Run.
- Main on-site signage for events sponsored
- 6 Run Registrations
- Inclusion in all other related marketing publications (i.e. brochures, radio advertisements)
Supporting Level Sponsorship $1,000-$2,499

Sponsor business/individual name or logo displayed as “Dr. Bob Run, supported by . . .” in advertisements including:

- Your business name or logo on all Dr. Bob Run T-shirts
- Your business name and logo on the official Dr. Bob Run registration website
- Your business name mentioned in any radio/television spots prior to Dr. Bob Run
- Main on-site signage for events sponsored
- 4 Run Registrations
- Inclusion in all other related marketing publications (i.e. brochures)

Contributing Level Sponsorship $500-$999

Sponsor business/individual name displayed as “Dr. Bob Run, with contributions by . . .” in advertisements including:

- Your business name on all Dr. Bob Run T-shirts
- Your business name on the official Dr. Bob Run registration website
- On-site signage for events sponsored
- 2 Run Registrations

Friends of Dr. Bob Level Sponsorship $100-$499

Sponsor business/individual name displayed as “Friends of Dr. Bob Run . . .” in advertisements including:

- Your business/individual name on all Dr. Bob Run T-shirts
- Your business/individual name on the official Dr. Bob Run registration website
- On-site signage for events sponsored

**In-Kind Sponsorships are also welcomed**

For more information on becoming a sponsor or donor for the 2014 Dr. Bob Run event, please visit our web page at http://hses.soe.ku.edu/drbo or contact us:

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