



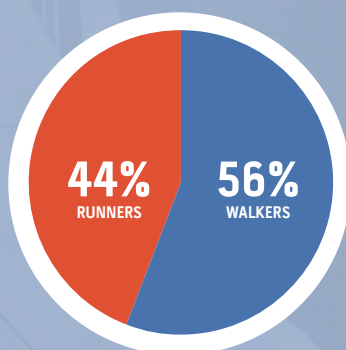
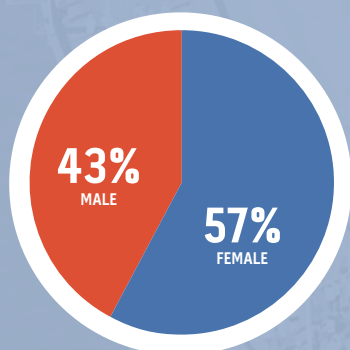
START TO FINISH... BE A PART OF IT ALL!

SUNDAY, MAY 15 - 8 AM

We are excited to announce that the Navy's 35th Bay Bridge Run/Walk is back, and we couldn't be more excited! When you become a partner sponsor, your business or organization will be at the forefront, displaying your patriotism and support of our local service members and their families. Not only will you have the opportunity to interact with the thousands in attendance, your logo and/or name will be included in multi-faceted media campaigns, extensively displayed in both military and civilian markets. This is your chance to create a positive impression for your business; increasing brand awareness and influencing long-term purchasing habits. From "Presenting Sponsor" to a simple booth space, we are confident that you will find something that fits your budget. We invite you to reference the enclosed list of benefits to view all the fantastic ways you can be recognized. Thank you in advance for your consideration – we look forward to partnering with you!

PARTICIPANT DEMOGRAPHICS

The Navy's Bay Bridge Run/Walk sells out each year at 10,000 participants.



AGE

0-17	10%
18-24	6%
25-34	24%
35-44	23%
45-54	18%
55-64	11%
65+	8%

YOUR SUPPORT DIRECTLY HELPS OUR SAILORS AND THEIR FAMILIES!

This highly anticipated event, hosted by Morale, Welfare and Recreation (MWR), brings together both our military and civilian communities for a day of camaraderie and fun. As an entity of the DoD, MWR provides quality of life programs that serve more than 500,000 military members within San Diego County, to include Naval Medical Center San Diego. Funds generated support a variety of programs, facilities and special events. No and low-cost services include fitness facilities, swimming pools, golf courses, bowling centers, movie theaters, RV parks, gear rental centers and marinas. In addition, funds help in providing childcare, youth and teen recreation centers, community recreation centers, and discount ticket offices, as well as single sailor Liberty Centers and FREE family events!

For More Details, Contact: Cynthia.Truitt@navy.mil or Call 951-235-3245

THE NAVY'S BAY BRIDGE RUN/WALK

What You Get	Presenting	Supporting	Official	Navy Team	Booth Only
Sponsor name and/or logo co-branded along with event name as "Presenting Sponsor"	✓				
Sponsor name and/or logo on Navy Region Southwest website (Navylifesw.com) Hero Ad	✓				
Sponsor name and/or logo on promotional emails blasts	✓				
Sponsor name and/or logo on San Diego Navy base digital marquees	✓				
Sponsor recognized as Presenting Sponsor in event media releases	✓				
Sponsor name and/or logo on event race bibs	✓				
Sponsor name and/or logo on eight (8) 4'x4' Start and Finish Line Banners	✓				
Sponsor name and/or logo on finisher medal ribbon	✓				
Sponsor name and/or logo on step & repeat banner within Guest Hospitality Area	✓				
Opportunity for Sponsor representative to co-present awards to race winners	✓				
Provide Sponsor discounted employee/family rates of \$35 for adults and \$20 for children (4-10 yrs. of age), to include access to the finish line Distinguished Guest Hospitality Area	✓				
Provide Sponsor one/two social media posts per month for one/two months	2/2	1/2			
Sponsor name and/or logo on event website (NavyBayBridgeRun.com) w/ click-thru to Sponsor landing page *Click-thru for Supporting level & up	✓	✓	No Click-thru	No Click-thru	
Sponsor name and/or logo recognition on pre-event "Thank You to Our Sponsors" digital marketing elements displayed on San Diego Naval bases, to include: facility digital signage monitors; movie theater slides and/or videos	✓	✓	✓		
Sponsor name and/or logo on pre-event social media marketing elements, to include: Facebook / Instagram posts and/or stories	✓	✓	✓		
Sponsor name and/or logo recognition on pre-event print marketing elements to include posters and flyers	✓	✓	✓		
Provide Sponsor complimentary race entries with access to finish line Distinguished Guest Hospitality Area	25	10	5	2	
Sponsor name and/or logo on race registration platform (Runsignup.com/ navysbaybridgerun)	✓	✓	✓	✓	
Provide Sponsor name and/or logo on race information sheet	✓	✓	✓	✓	
Sponsor opportunity to display one (1) sponsor provided banner, not to exceed 6'w x 3'h, at the event	✓	✓	✓	✓	
Sponsor name and/or logo on "Thank You to Our Sponsors" banner at event finish line	✓	✓	✓	✓	
Provide Sponsor name and/or logo on event t-shirt	✓	✓	✓	✓	
Provide Sponsor verbal recognition throughout the event	✓	✓	✓	✓	
Provide Sponsor day of event 10' x 10' on-site activation space to include one (1) canopy, one (1) table and two (2) chairs	✓	✓	✓	✓	✓

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