



Summer Fitness Series Event Partnership Opportunities

DTSB has partnered with local fitness organizations to provide a free outdoor summer fitness program at the Gridiron in downtown South Bend every Saturday morning to encourage healthy living.

| Sponsorship Levels | Presenting \$5,000 | Visionary \$3,000 | Champion \$1,000 | Ambassador \$500 |
|--|-------------------------------|------------------------------|------------------------------|------------------------------|
| | \$10,000 Promotional Value | \$8,000 Promotional Value | \$6,000 Promotional Value | \$4,000 Promotional Value |
| Appearance on Printed Materials Posters/Flyers | ✓ | ✓ | ✓ | ✓ |
| Appearance in Media Advertising Press Release | ✓ | ✓ | ✓ | ✓ |
| Appearance in Online Advertising Summer Fitness Series Website | ✓ | ✓ | ✓ | ✓ |
| Facebook Event Pages | ✓ | ✓ | | |
| On-site Presence | | | | |
| Opportunity for booth in high-traffic area | ✓ | ✓ | ✓ | ✓ |
| Business featured on Facebook | ✓ | ✓ | ✓ | ✓ |
| Company logo on event banner | ✓ | ✓ | ✓ | |
| Opportunity to distribute materials | ✓ | ✓ | ✓ | |
| DTSB Provides tent, table, and chairs for booth | ✓ | | | |
| Opportunity to address crowd via microphone | ✓ | | | |
| Extra Opportunities | | | | |
| Naming rights: official presenting sponsor of Summer Fitness Series | ✓ | | | |
| Your choice of available naming rights | | ✓ | | |

Summer Fitness Series related posts generated 51,242 reach and 2,420 engagement last year

Summer Fitness Series related website pages generated 2,318 page views last year.