

**Run for the Tiger 5K &
Tiger Mass Gathering**
A Guinness World Records Attempt
Tigers Need Your Help!

FUQUAY-VARINA
CHAMBER
of COMMERCE
Member

RunForTheTiger.com

You're the VIP. Personal Sponsor drawings - signed lithographs. Private drawings for event participants. Post run catered celebration. This is a fundraiser for the Zoe Foundation, a 501 (c)(3) non-profit organization working to help save the tiger. Request an invitation today! Only 300 people will be selected.

Event advertising cards. 4/4 color. **Title Sponsor's** full color logo and customer incentive on reverse side.

This **Mass Gathering** does not have real tigers. It is a gathering of people in tiger costumes. Guinness monitors that record.



Jason Savage (right), director of the Zoe Foundation, and Carl Regutti, sculptor of **Survival at Risk**, a bas-relief to be produced as a fundraiser for the foundation. Carl sculpted the life size bronze of Aristides, the winner of the first Kentucky Derby. That statue graces the front lawn in front of the historic clubhouse at Churchill Downs.

Silver - \$250

- Booth/Table Space at Event
- Your logo will appear on our front page under Silver Sponsor for one year. (150 pixels x 150 pixels maximum)
- Your logo (12" x 12" maximum) will be included on a banner at the event location.
- We will place your supplied customer incentive certificate in each of our participant's event packets. (300)

Bronze - \$100

- Booth/Table Space at Event
- Your name will appear on our front page under Bronze Sponsor for one year. (Standard size lettering)
- We will place your supplied customer incentive certificate in each of our participant's event packets. (300)

If you would like to become a sponsor, please get in touch.

Info@RunForTheTiger.com

If you do not have a customer incentive certificate, I can design and produce one for you. I would like to help you increase your reach and revenue.



Jason Savage & Carl Regutti

Corporate/Business Sponsorships



Run for the Tiger 5K & Tiger Mass Gathering

This production is a fundraising event for the Zoe Foundation, a 501 (c)(3) non-profit organization working to help save the tiger before extinction. This event is a Guinness World Records attempt. A successful event will enable the Zoe Foundation to accomplish four goals.

- Continue to focus awareness on the tiger's march toward extinction.
- Honor Dr. Michael Bleyman, founder of the Carnivore Preservation Trust, with a bronze bas-relief sculpture for his dedication to saving endangered species.
- Establishment of the Dr. Michael Bleyman Save the Tiger Fellowship.
- Continue with our Tiger Preservation Initiatives™. (1) Funds raised will enable us to identify unrelated generic tigers in private facilities that could, if the need arises, be bred to preserve the species. Facilities having viable tigers would be encouraged to list with our registry. (2) Sponsorship of selected tiger rescues. Depending on available funds we would work with existing preserves in their effort to save tigers kept in deplorable conditions. (3) Identify in-situ programs that are benefitting wild tigers and help with their successful implementation.

Guinness Judge On Site

PR and marketing executives relish the idea of establishing a GUINNESS WORLD RECORDS® event record and having their brands bask in the seemingly viral eruption of TV, radio, print and online buzz that comes from that honor.

GUINNESS WORLD RECORDS has worked with such brands as:

- Tang (largest donation of toys in 24 hours),
- Coca-Cola (longest drink pouring relay)
- Virgin Mobile (most people crammed into a Mini Cooper),
- POM Wonderful Juice (longest airborne inflatable beach ball relay)
- Priceline Pharmacy (world's longest chain of selfies)
- Italy's Piazzagrande (world's largest tiramisu)
- Domino's (most pizzas - 7,539 pies - made in 24 hours)
- British Airways (highest performance of the Harlem Shake)
- De'Longhi (largest cup of coffee)
- Big League Chew (most people - 721 of them! - blowing a bubble gum bubble simultaneously)

Kemps Dairy celebrated its 100th Anniversary by setting the GUINNESS WORLD RECORDS for the Largest Scoop of Ice Cream. The 3,010-pound scoop of strawberry ice cream generated 769 TV, radio and other mentions for \$1.7 million worth of media coverage. Local TV segments on Kemp's scoop aired in 181 out of 210 U.S. DMA markets, climaxed by coverage on ABC-TV's "Good Morning America" and online coverage, including AOL.com.

Excerpted from MaccaPR Blog

Become a Sponsor \$100 - \$250 - \$500 - \$1,000 - \$3,500

Title Sponsor - \$3,500 (1 Available)

- Booth/Table Space at Event
- Five complimentary entries into the event.
- Your logo (350 pixels x 350 pixels maximum) will appear on our front page under **Title Sponsor** for one year with a link to a customer incentive - a PDF or a URL of your choice.
- Sponsor acknowledgment will appear on our thank you and update messages sent to all donors who sponsor event participants.
- Your logo (24" x 24" maximum) will be included on a solo **Title Sponsor** banner at the event location.
- We will place your supplied customer incentive certificate in each of our participant's event packets. (300)
- Title sponsorship acknowledgment at the post event celebration.
- Title sponsorship acknowledgment on our YouTube production of the event and on our Facebook page.
- A full size resin cast bas-relief **Survival at Risk** sculpture by Carl Regutti.
- Title sponsorship recognition on event posters.
- Opportunity to address the record holders at the event.

Platinum - \$1,000 (5 Available)

- Booth/Table Space at Event
- Two complimentary entries into the event.
- Your logo (300 pixels x 300 pixels maximum) will appear on our front page under Platinum Sponsor for one year with a link to a customer incentive - a PDF or a URL of your choice.
- Sponsor acknowledgment will appear on our thank you and update messages sent to all donors who sponsor event participants.
- Your logo (20" x 20" maximum) will be included on a banner at the event location.
- We will place your supplied customer incentive certificate in each of our participant's event packets. (300)
- Sponsorship acknowledgment at the post event celebration.
- Sponsorship acknowledgment on our YouTube production of the event and on our Facebook page.
- A 6" miniature resin cast bas-relief **Survival at Risk** sculpture by Carl Regutti.
- Platinum sponsorship recognition on event posters.

Gold - \$500 (10 Available)

- Booth/Table Space at Event
- One complimentary entry into the event.
- Your logo (250 pixels x 250 pixels maximum) will appear on our front page under Gold Sponsor for one year with a link to a customer incentive - a PDF or a URL of your choice.
- Sponsor acknowledgment will appear on our thank you and update messages sent to all donors who sponsor event participants.
- Your logo (16" x 16" maximum) will be included on a banner at the event location.
- We will place your supplied customer incentive certificate in each of our participant's event packets. (300)
- Sponsorship acknowledgment at the post event celebration.
- Sponsorship acknowledgment on our YouTube production of the event and on our Facebook page.
- Gold sponsorship recognition on event posters.

www.RunForTheTiger.com

Lindsay Doran of Guinness World Records North America, Inc. on the benefits of having a fully branded Guinness Judge present at the event.

"The benefits include simplicity (a judge eliminates many evidence requirements), publicity (our judges attract media and are highly-trained to work with the press) and instant approval - a Guinness World Records judge is the only way that a record can be immediately announced and officially reported on the day of the event. Having a judge on site will streamline the process as they can brief the organizer, volunteers and participants on exactly what is required so nothing falls through the cracks. And of course the other main benefit is having immediate verification of the record so you can announce to media and celebrate with an official certificate presentation on the day of the event! There's nothing quite like the presence of an official Guinness World Records judge to maximize PR and to make your record title truly headline-grabbing! The photo-ops and media interviews with a fully branded judge are an invaluable promotional asset."