RINGLING BROS. & BARNUM & BAILEY
THE GREATEST SHOW ON EARTH

RED NOSE RUN

SPONSORSHIP OPPORTUNITIES

Ringling Brothers and Barnum & Bailey
8th Annual RED NOSE RUN
10 Mile, 5K, 1 Mile Fun Run
Saturday, January 7, 2012
Soho Square ♥ Homewood ♥ Rosewood Hall

An Event to Benefit
Ronald McDonald House Charities of Alabama

RINGLING BROS. & BARNUM & BAILEY
THE GREATEST SHOW ON EARTH

RED NOSE RUN

Ringling Bros. and Barnum & Bailey®
Red Nose Run
Birmingham, AL – Jan. 7, 2012
10 Mile, 5K, and One Mile Fun Run

- ♥ Began in December 2004 in Birmingham, AL – the seventh annual race is scheduled for January 8, 2011
- ♥ The Red Nose Run grew from 600 runners in 2008 to 1200 runners in 2009 and 2010 (due to inclement weather), 1,600 runners in 2011 and we predict at least 2000 runners in 2012.
- ♥ The Red Nose Run serves as a training race for the Mercedes Marathon and a qualifying mile for the Mercedes Kids Half Marathon.
- ♥ The race will begin and end at Soho Square in Homewood with ALL net proceeds benefiting the Ronald McDonald House of Birmingham and Ronald McDonald Family Room at DCH Regional Medical Center in Tuscaloosa.
- ♥ Each year, Lamar Advertising donates 10 outdoor billboards placed around Birmingham to advertise the race.
- ♥ This year, McDonald's Birmingham co-op will put tray liners in their stores advertising the race.

Our sponsorship program is adaptable to meet the needs of your organization. We will customize a sponsorship package for you, based on your needs, to create a successful partnership.

Major Sponsorship

For $10,000 your company can be a MAJOR sponsor for
Ringling Bros. and Barnum & Bailey Red Nose Run
January 7, 2012

Ronald McDonald House Charities of Alabama will provide:

- ♥ Feature logo on Billboards
- ♥ Feature logo on the Start/Finish Line Banner
- ♥ Feature Logo on arm of T-shirts for runners
- ♥ Well positioned logo on T-shirts for volunteer and runners
- ♥ Logo on all materials, including race applications, press releases, articles, PSA, posters, mile markers, flyers, Facebook, Twitter, etc.
- ♥ Opportunity to set up an information table at the Event and include promotional materials in the Runners' Packets.
- ♥ 20 complimentary race entrances for your company's employees and customers
- ♥ 10 complimentary passes to Ringling Bros. and Barnum & Bailey to share with "special" employees and/or clients with your company's employees receiving our group discount for the circus (select performances only)

Total cost to sponsor: $10,000

Big Top Sponsorship (Giveaway Sponsor)

For $7,500 your company can be a BIG TOP sponsor for
Ringling Bros. and Barnum & Bailey Red Nose Run
January 7, 2012

Ronald McDonald House Charities of Alabama will provide:

- ♥ Feature logo on Giveaway Item (Item of your choice)
- ♥ Logo on T-shirts for volunteer and runners
- ♥ Opportunity to set up an information table at the Event and include promotional materials in the Runners' Packets.
- ♥ Sponsorship Of Water Station or Mile Marker
- ♥ 10 complimentary race entrances for employees and/or customers
- ♥ 6 complimentary passes to Ringling Bros. and Barnum & Bailey to share with "special" employees and/or clients (select performances only)

Total cost to sponsor: $7,500

Big Floppy Shoes Sponsorship

For $5,000 you can be a Big Floppy Shoes sponsor for
Ringling Bros. and Barnum & Bailey Red Nose Run
January 7, 2012

Ronald McDonald House Charities of Alabama will provide:

- ♥ Logo on Billboards.
- ♥ Well positioned logo on T-shirts for runners
- ♥ Opportunity to set up an information table at the Event and include promotional materials in the Runners' Packets.
- ♥ Sponsorship Of Water Station or Mile Marker
- ♥ 10 complimentary race entrances for employees and/or customers
- ♥ 6 complimentary passes to Ringling Bros. and Barnum & Bailey to share with "special" employees and/or clients (select performances only)

Total cost to sponsor: $5,000

Acrobat Sponsorship

For $1,000 you can be an Acrobat sponsor for
Ringling Bros. and Barnum & Bailey Red Nose Run
January 7, 2012

Ronald McDonald House Charities of Alabama will provide:

- ♥ Logo on T-shirts for volunteer and runners
- ♥ Sponsorship Of Water Station or Mile Marker
- ♥ 6 complimentary race entrances for employees and/or customers
- ♥ 4 complimentary passes to Ringling Bros. and Barnum & Bailey to share with "special" employees and/or clients (select performances only)

Total cost to sponsor: $1,000

Clown Sponsorship

For $500 you can be a Clown sponsor for
Ringling Bros. and Barnum & Bailey Red Nose Run
January 7, 2012

Ronald McDonald House Charities of Alabama will provide:

- ♥ Sponsorship Of Water Station or Mile Marker
- ♥ Opportunity to set up an information table at the Event and include promotional materials in the Runners' Packets.
- ♥ 4 complimentary race entrances for employees and/or customers
- ♥ 2 complimentary passes to Ringling Bros. and Barnum & Bailey to share with "special" employees and/or clients (select performances only)

Total cost to sponsor: $500

2011 Red Nose Run Event Publicity Overview

Participants: 1600
Volunteers: 75
Funds Raised for RMHCA: $24,219.00 Net – This amount supported 33 families for the average length of stay of 11 nights.

Print Advertising:
Birmingham Magazine
Birmingham Weekly
Birmingham News: City Scene
McDonald's Tray liners during the month of December

Television:
ABC 33/40 Talk of Alabama
NBC 13 Weekend Edition of Today in Alabama
CBS 42 Wake Up Morning Show
Fox 6 Good Day Alabama

Email/Web
Front page presence at www.rmhca.org
Red Nose Run multi-layered fundraising website www.rednoserun-bham.com
3 month email campaign with more than 8 emails to the RMHCA database
Email blasts to database for Championship Racing
Event calendar postings at over 20 websites
BMag Buzz e-blast calendar item and ad
200,000 premium ads delivered Dec. 7 – Jan. 8 on AL.com
Birmingham Parent E-Newsletter

Outdoor
10 Lamar Billboards – 6 weeks exposure
1 Street Banner – 1 week exposure – Trak Shak (Homewood)
1 Street Banner – 2 weeks exposure – Oxmoor Road (Homewood)
1 Street Banner – 2 weeks exposure – Memory Triangle (Mountain Brook)

Radio
WDJC 97.3 fm – at least 90 recorded PSA's
Cox Radio
Clear Channel

Additional
Active Social Media Campaign via RMHCA Facebook and Twitter
Active Social Media Campaign via Championship Racing Facebook
Inclusion in RMHCA Winter Newsletter
Registration forms in Vulcan Run Race Packets
Registration forms in Trak Shak locations and several running/health clubs
Posters at dozens of Birmingham Region businesses
1600 runner's packets passed out with t-shirts and sponsor swag

100 event yard signs in area neighborhoods