



SPONSORSHIP

2003

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ESTIMATED ADVERTISING EXPOSURE FOR RAAM 2003

Below is a table of **exposure** major 2002 sponsors received and the estimated exposure that sponsors for RAAM 2003 will receive. Other options may exist or present themselves and I am willing to do whatever I can to be of value to my sponsors.

	<u>2002</u>	<u>2003 (est)</u>
• RAAM Website Hits	200,000	240,000
• Allen Across America Hits	40,000	70,000
• KAPP TV Viewers	150,000	180,000
• Newspaper Readers	49,500	60,000
• RAAM Route Visibility	25,000	38,000
• Training Roadside Visibility	15,000	30,000
• RAAM Van Visibility(Jul-Oct)	100,000+	150,000+
• Parades	2,000	75,000
• OLN Coverage (Total Subscribers)	45,000,000	45,000,000
• KOMO	0	600,000+
• Post race appearances (public/private speaking)	3,000	15,000*