



Allen Larsen

allenacrossamerica.com

SPONSORSHIP

2003

What is RAAM?



*“The World’s
Toughest Race”*

- Outside Magazine

A **3025** Mile Race
from San Diego, CA
to Atlantic City, NJ



*The World’s Best
Marathon Cyclists.*



RAAM shows No
Mercy and No Favor-
ites. It’s rider against
rider, weather, heat,
terrain, wind exhaus-
tion, physical ailments
and ultimately your own
body.



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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*

RAAM 2003

"THE WORLD'S TOUGHEST RACE"
- OUTSIDE MAGAZINE

RAAM 2002
BROUGHT...

V
I
C
T
O
R
Y

ALLEN LARSEN

ALLENACROSSAMERICA.COM

3025 MILES

FROM SAN DIEGO, CALIFORNIA
TO ATLANTIC CITY, NEW JERSEY

THE WORLD'S BEST ULTRA MARATHON CYCLISTS

NEW FOR 2003!

- *DAILY WEB UPDATES
- *DAILY VIDEO R&R CABLE 40



INSPIRATIONAL
AWARD

ROOKIE
OF THE
YEAR

3RD PLACE

JOIN ME ON THE JOURNEY!

FOR SPONSORSHIP OPPORTUNITY:

PLEASE CALL 509-674-2891

E-MAIL: ALLEN@CASCADERECORDING.COM

HTTP://WWW.ALLENACROSSAMERICA.COM

RAAM
RACE ACROSS AMERICA

SignWorks
CUSTOM CONCEPTS LLC
Yakima, Washington

Syntace

De Vere & Sons



Dist., Inc.

Owens
CIRCO 1882
• MEATS •

2003 Sponsorship Package Comparison

	The Century	The Double	The Ultra	The Qualifier	The Echelon	The Tour
Package Cost	\$100	\$500	\$1,000	\$2,500	\$5,000	\$10,000
NKC Tribune listings (number April - July)	3	3	3	3	4	4
Logo used for Tribune listing			☐	☐	☐	☐
www.allenacrossamerica.com Exposure:						
Listing on sponsor page	☐	☐	☐	☐	☐	☐
Logo link on sponsor page		☐	☐	☐	☐	☐
Rotating home page logo link (freq. increases on upper pkgs)			☐	☐	☐	☐
Full time banner style home page link						☐
Video Exposure:						
Name listing in end credits	☐	☐	☐	☐	☐	☐
Lower Right Logo placement (total time- Min.:Sec.)		:30	:60	1:00	3:00	6:00
Comercial production length (in seconds)			:15	:30	:60	:60
Number of placements in R&R ch 40 programming			3	5	5	Daily
Number of placements in 2003 Documentary video			1	2	2	4
Verbal plug from Allen or crew member on video				☐	☐	☐
Logo on background banner for interviews				☐	☐	☐
Larger Primary placement and visibility of logos						☐
Company Logo Van and Jersey Placements:						
All media release sheets (flyers)					☐	☐
Support Van Logo Size (from May - November 2003)		S	M	LG	XL	XXL
Number of Van Logos		2	3	3	4	4
Jersey logo size			S	M	L	XL
Jersey Sleeve placement						☐
Shorts Side panel Placement					☐	
Shorts Back Placement						☐
Jersey primary visibility and placement						☐
Van primary visibility and placement						☐
Bonus Items:						
RAAM 2003 Documentary Video (DVD contains bonus material)		VHS	VHS	DVD	DVD	DVD
RAAM 2003 Shirt (t-shirt or Denim or equiv.)			T	T	D	D
Inspirational Speaking Availability (Expenses not Incl.)			☐	☐	☐	☐
Commemorative RAAM 2003 plaque (Incl. Company Name)				☐	☐	☐
Rudy Project Sunglasses						☐
\$ 500 in gift certificates and discout coupons						☐
Race Jersey						☐
30 hours of Studio production time (materials not incl)						☐

*** All specified advertising inclusions are minimum - we will do our best to do more than promised whenever possible.



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SPONSORSHIP 2003

The Century

- \$100.00 -

Our "Century" package was very popular in 2002 and really added up. The old saying "many hands make light work" really does apply as a large amount of our 2002 support came from the Century Package.

"Century" Sponsors Receive:

- Name listing in NKC Tribune
- 3 Ads from April - July 2003
- Website Listing



**Thank you, Thank you
RAAM 2002 sponsors**

<ul style="list-style-type: none"> Shenaker Mfg Case Cabinetry Child's Classic Chassis Erma's Clip & Curl J&J Embroidery Kittitas County Glass McKean Drive-In Pleasant Coffee Co. Price Chopper Sweet Cafe Willette's Towing Alan Jamborial Glenn's Sausage 	<ul style="list-style-type: none"> Edin, Cole & Kerle Managers Brothers RD Fischer Construction Adopt Tax Accounting NKC Tribunes Ch Elton Drug Bridgman's Chiropractic Gord's Garage Jensen's Accounting NAPA Paulie North Equipment Nelson's Bookery Ch Elton Bakery M&M Baking Supplies Sigsworth
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Some individuals have donated also, our hearts were deeply touched by your generosity - Thank You!

Well, I start pedaling across America this Sunday - what a way to spend Father's day. We have been overwhelmed by the generosity of so many businesses and individuals towards this race and want you to know we are ever grateful. It's not only the financial support, but even more, the hearts that have shown their backing through asking how things are going, rooting me on as I train and taking a personal interest and pride in this endeavor. My only fear is I want to make Ch Elton proud and hope I do well for you as well as for me. You have all shown your love, prayer and support and have shown the unique family quality of Ch Elton to us once again. You can follow the race on the web at www.raamonline.org or allenacrossamerica.com.

Allen & Teresa Larsen

The Double

- \$500.00 -

Our “Double” package includes the same benefits of our “Century” package, plus increased level of visibility by including 2 small logo placements on our pace vehicle that will be visible from April - November of 2003 and a few other extras described below.

“Double” Sponsors Receive:

- Name listing in NKC Tribune
- 3 Ads from April - July 2003
- Website Listing w/small logo
- Room for small Company Logo on Pace van
- Name listing in end credits on 2003 documentary video
- Small logo in lower right corner of documentary video
- VHS copy of 2003 video.





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The Ultra

- \$1,000.00 -

Get your company logo on the race jersey and take your exposure to the next level with our "Ultra" package. You'll also receive a minimum three :15 second commercial spots, including all production costs, on our video coverage to be broadcast on R&R cable channel 40 during the race and see your commercial in our documentary video as well. Three medium sized van logos ensure visibility on our support van to round out "The Ultra" package.

"Ultra" Sponsors Receive:

- ☐ "Century" and "Double" package benefits Plus!
- ☐ Jersey logo placement!
- ☐ Logo listing in newspaper ads
- ☐ :15 sec. Video commercial production
- ☐ Minimum of 3 commercial placements during race
- ☐ Minimum of 1 placement in documentary video
- ☐ 60 sec. Logo placement on our RAAM 2003 documentary
- ☐ WWW logo link on sponsor page (medium size)
- ☐ WWW rotating link on our homepage video
- ☐ RAAM 2003 T-Shirt
- ☐ Plus more - see package comparison chart





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The Qualifier

- \$2,500 -

The "Qualifier" package really takes things up a notch by increasing your companies exposure with larger logos on the race jersey and van along with increased video exposure and commercial placement in our 2003 documentary video. Your company logo will also appear on a banner in the background of our video interviews as well as verbal mention and thank you from Allen on his bike and/or crew members during the race!

"Qualifier" Sponsors Receive:

- "Century", "Double" and "Ultra" package benefits Plus!
- Medium size logo placement on Jersey
- Four logos on support van including two large
- Five :30 second commercials on R & R Cable 40
- Minimum of two Commercial placements in our 2003 video
- Large logo on www sponsor page
- Rotating www front page logo link with higher frequency
- 2003 RAAM commemorative plaque with company name
- DVD copy of 2003 RAAM video with bonus materials
- RAAM 2003 T-Shirt
- Plus more! - see package comparison chart





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The Echelon

- \$5,000 -

Our “Echelon” package is limited to 3 sponsors as there is only so much jersey space available. You’ll receive all the benefits of our “Qualifier” package along with larger logos on the van and jersey. You’ll also receive logo placement on shorts side panel. We will also include your company logo on our One Sheet Brochures that will be posted in several different local areas as well as dispersed in the 13 states we pass through on the race.

“Echelon” Sponsors Receive:

- Large logo placement on Jersey
- Extra large logo placement on Van
- Company mention by Allen on television and video
- Five :60 sec commercials on R&R channel 40
- Company logo printed on one sheet brochure
- Commercial in documentary video
- Front page www logo link
- Logo placement on shorts
- Commemorative RAAM 2003 Plaque
- Denim RAAM 2003 shirt
- Plus more! - see package comparison chart





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The Tour - \$10,000 -

“The Tour,” our deluxe package, pulls out all the stops and is limited to one major sponsor. With it you not only receive all benefits from the lower packages, you also have primary placement and size for all your advertising along with many additional bonus items to use as you wish. 30 hours of studio production time at Cascade Recording, a race jersey and \$500.00 in gift certificates and discounts are just a few of the additional benefits you receive. Please see the package comparison sheet for all package details. Services include both audio and video for a commercial, jingle and/or making your own CD in the time allotted. Cascade Recording is a professional, commercial recording studio located east of the Cascades.

“Tour” Sponsors Receive:

- Primary logo size and placement on Jersey
- Primary logo size and placement on support Van
- Primary placement in all promotional materials
- Logo placement on rear or side of shorts - your choice
- Daily :60 sec. commercials on R&R channel 40
- \$500 in gift certificates in Cle Elum/Roslyn area
- Minimum of four :60 sec. commercials in 2003 video
- Front page full time banner WWW link
- Availability for inspirational speaking
- Jersey sleeve placement
- XXL logos on support van
- 30 hour studio production package
- A pair of Rudy Project sunglasses
- 2003 RAAM Plaque
- 2003 Race Jersey
- RAAM Denim shirt
- Plus more! - see comparison sheet

