

14th National Corporate
Marathon
Championship

*San Diego Marathon
San Diego, CA
January 17, 1999*

USCAA

United States Corporate Athletic Association

22nd National Corporate
Track & Field
Championships

*Los Gatos High School
Los Gatos, CA
July 17-18, 1999*

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Exercising Your Corporate Image



Detailed Sponsorship Opportunities

22nd Annual USCAA National Corporate Track & Field Championships *Los Gatos, California July 17 - 18, 1999*

The United States Corporate Athletics Association (USCAA) invites you to become a part of this year's National Corporate Track & Field Championship. Scheduled to be held in Los Gatos, CA on July 17-18, 1999, it will benefit corporate America's fitness and raise funds for the Make-A-Wish Foundation. This year's event will be the 22nd Annual Championship and promises to be one of the best ever.

The USCAA invites you to become part of this exciting and energetic championship as a advertising, financial, or in-kind product or service sponsor. All sponsors receive special recognition at the competition, in the meet program and in the USCAA's *FitNews* newsletter. We have small as well as large sponsorship ideas, and are very flexible and creative. Here are a few suggestions, or we'd be glad to work with you to customize something.

Advertising (call for a rate card):

- ◆ In meet's printed program (B&W or color ads)
rate base: 5,000 copies; estimated readership: 16,000
price range: \$625 (*eighth page, B&W*) to \$2,400 (*back cover, four color*)
- ◆ In USCAA's semi-annual newsletter, *FitNews*. (B&W ads)
circulation 2,000; readership 6,000
price range: \$275 (*quarter page, B&W*) to \$450 (*full page, B&W*)
- ◆ Tables are available at the 2-day competition to sell or promote your products or services (call for details).
- ◆ Provide coupons, fliers or products to be included in the team packets that go out to the participants.

USCAA Headquarters

401 North Michigan Avenue • Chicago, IL. 60611-4267  Phone (312) 321-6842 • Fax (312) 527-6636

In-kind Sponsorship:

- ◆ Provide the team trophies
 - top five teams in each of four divisions (20 trophies)
 - top three teams in each of four divisions (12 trophies)
 - first place teams in each of four divisions (4 trophies)
- ◆ Provide the individual medals (*featuring your logo?*)
 - top five finishers in all events (770 medals)
 - top three finishers in all events (460 medals)
 - first place finishers in all events (160 medals)
- ◆ Provide special awards or 22nd Anniversary event commemorative (*featuring your logo?*)
 - commemorative award for all participants (over 1,000 in 1998), or for first 1,000
 - commemorative award for all teams (23 teams in 1998)
 - first place finishers in all events (160 awards)
 - first place finishers in select event(s) (2-16 awards per event)

Choose a gender, age group, or executive oriented event to match your products or services (see Event Characteristics table below)
- ◆ Provide special awards for top fund-raisers in our Charity Cup Challenge (*featuring your logo?*)
- ◆ Finish line/event banner
- ◆ Flowers around the awards stand
- ◆ Meet volunteers

Financial Sponsorship:

- ◆ Fund the team trophies
 - top five teams in each of four divisions (20 trophies)
 - top three teams in each of four divisions (12 trophies)
 - first place teams in each of four divisions (4 trophies)
- ◆ Fund the individual medals (*featuring your logo?*)
 - top five finishers in all events (770 medals)
 - top three finishers in all events (460 medals)
 - first place finishers in all events (160 medals)
- ◆ Fund special awards or 22nd Anniversary event commemorative (*featuring your logo?*)

(we have many special award ideas)

 - commemorative award for all participants (over 1,000 in 1998), or for first 1,000
 - commemorative award for all teams (23 teams in 1998)
 - first place finishers in all events (160 awards)
 - first place finishers in select event(s) (2-16 awards per event)

Choose a gender, age group, or executive oriented event to match your products or services (see Event Characteristics table below)
- ◆ Provide special awards for top fund-raisers in our Charity Cup Challenge (*featuring your logo?*)
- ◆ Appearance fees for one to two Honorary Chairpersons (\$500 - \$4,000 each)
 - Uta Pippig, Mary Slaney, Regina Jacobs, Bob Kennedy, Michael Johnson, Bill Rodgers ...
 - *someone of your choosing or sponsored by you*
- ◆ Provide a discount toward your products or services for teams or individual participants.

Financial Sponsorship Packages:

- ◆ PLATINUM Trophy Corporate Sponsor: \$40,000
highlights (*call for details*):
 - Logo in runners' numbers or equivalent visibility
 - Custom banner featuring your logo prominently at meets
 - Corporate recognition and logo in attendee program materials
 - Full page advertisement in Championship's program
 - Four quarter page advertisements in quarterly newsletter *FitNews*
 - Recognition and logo in media and publicity materials
 - 100% discount on team entry fee for meet
 - Two sets of mailing labels of USCAA national membership
 - By-lines article in one issue of *FitNews*
 - Verbal acknowledgement and thank you at meet
 - Insert products in runners' bags at meet and marathon
 - On-site opportunities for product and service demonstrations
 - Priority consideration in special events (opening ceremonies, torch relay)
 - Use of USCAA logos, as approved, on products or correspondences
 - Recognition on the 1999 USCAA National Corporate Track & Field Championships web page

- ◆ GOLD Medal Corporate Sponsorship: \$25,000
highlights (*call for details*):
 - Recognition in prominent group sponsor thank you banner
 - Corporate recognition and logo in attendee program materials
 - One half page advertisement in Championship's program
 - Two quarter page advertisements in quarterly newsletter, *FitNews*
 - Two sets of mailing labels of USCAA national membership
 - Recognition and logo in media and publicity materials
 - 75% discount on team entry fee for meet
 - Insert products in runners' bags at meet and marathon
 - On-site opportunities for product and service demonstrations
 - Use of USCAA logos, as approved, on products or correspondences
 - Recognition on the 1999 USCAA National Corporate Track & Field Championships web page

- ◆ SILVER Medal Corporate Sponsorship: \$12,500
highlights (*call for details*):
 - Recognition in prominent group sponsor thank you banner
 - Logo placement in attendee program materials
 - Acknowledgment in Championship's program
 - Acknowledgment in quarterly newsletter, *FitNews*
 - One set of mailing labels of USCAA national membership
 - Recognition in media and publicity materials
 - 50% discount on team entry fee for meet
 - Insert products in runners' bags at meet and marathon
 - On-site opportunities for product and service demonstrations
 - Use of USCAA logos, as approved, on products or correspondences
 - Recognition on the 1999 USCAA National Corporate Track & Field Championships web page

- ◆ BRONZE Medal Corporate Sponsorship: \$7,500
highlights (call for details):
 - Recognition in prominent group sponsor thank you banner
 - Logo placement in attendee program materials
 - Acknowledgment in Championship's program
 - Acknowledgment in quarterly newsletter, FitNews
 - One set of mailing labels of USCAA national membership
 - Recognition in media and publicity materials
 - Insert products in runners' bags at meet and marathon
 - On-site opportunities for product and service demonstrations
 - Use of USCAA logos, as approved, on products or correspondences

- ◆ BLUE Ribbon Corporate Sponsorship: \$3,500
highlights (call for details):
 - Recognition in prominent group sponsor thank you banner
 - Logo placement in attendee program materials
 - Acknowledgment in Championship's program
 - Acknowledgment in quarterly newsletter, FitNews
 - Recognition in media and publicity materials
 - Insert products in runners' bags at meet and marathon
 - On-site opportunities for product and service demonstrations
 - Use of USCAA logos, as approved, on products or correspondences

We are eager to work with you to develop a relationship that will be mutually beneficial in terms of sponsorship, advertising, or selling your products and services to an energetic corporate America.

Please contact me if you have any questions or would like to discuss things further: (703) 808-5409 (work), (703) 360-6721 (home), or smith_gordon@bah.com. I am eager to talk with you about making this year's USCAA Nationals the best ever!

Thank you for your time, and have a great day!

Gordon Smith
USCAA Vice President and Communications chairman

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