



A celebration honoring the gift of motherhood and promoting a healthy mommy lifestyle in a new era.

Mommymile has thoughtfully chosen Ronald McDonald House as our benefactor across it's national growth, and devised w/ their staff the "MOMS HELPING MOMS" accompanying campaign.

MommyMile is an interactive, untraditional, and viral 5k race/walk CELEBRATION honoring mothers. Filled with live music, high end gift bags, and a whole lot more including "The Mommy Mile"; a 1 mile walk to highlight those women who are soon to be mothers, walking with their young children, or experienced Mom's and Grandmothers. This event is a celebration of new moms, soon to be moms, experienced moms, grandmothers, their family and supporters all gathered together with one goal in mind; to celebrate – Moms!

MommyMile aims to develop a fun + light celebratory event in mainstream culture that's about celebrating "Mommy," empowering women, encouraging fitness, and drawing a community together to recognize one of the greatest gifts on earth: Motherhood.



- RACE / WALK: An interactive and untraditional 5k race/ walk
- WHEN: Saturday, May 7th, 2016 (Mother's Day Weekend 2016)
- WHERE: Polaris Fashion Place, Columbus, OH w/ planned growth into select cities Nationwide
- TARGET DEMO: Females ages 25-58 yrs old, median annual household income \$75K+
- WELCOMED DEMO: All females, their partners, family, friends and supporters
- PARTNERS & SPONSORS: National and local sponsorships, grants, vendors and Women/Family related organizations
- PARTICIPANTS: Expecting Moms, New Moms, Experienced Moms, and supporting girlfriends
- HONORING & SHOPPING: The timing and mall location of the event provides the opportunity to include a celebration outside of the 5k with Mother's Day shopping, gift packages and more
- **EXPECTED ATTENDANCE FOR EVENT:** 6,500 people
- TICKETS: \$40 average for registration, T-Shirt, and recognized giveaways
- **BENEFICIARY:** The Ronald McDonald House of Central Ohio

PURPOSE & OBJECTIVES

PURPOSE:

Celebrate Motherhood

Inspire Health & Beauty in Moms

Empower New Mothers

Honor Existing Mothers

Welcome Moms-to-Be

Showcase the New Infant

Bring together people in the Community

Gift Good People with great Awards & Prizes

Raise Money for Ronald McDonald House Charities

OBJECTIVES:

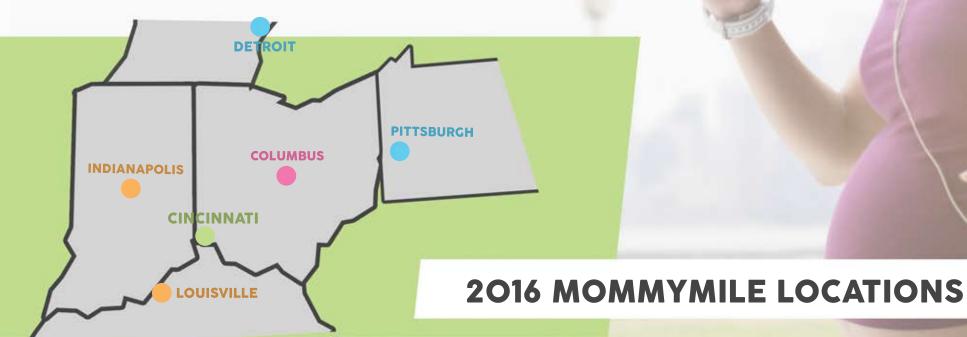
Develop a National Brand that is Synonymous with the celebration & recognition of Motherhood

Create a viral event that effectively spreads through social media

Grab 0.2% of the target demographic per year

By year 4, establish an event in 20 of the major cities in the U.S. with over 5k in attendance at each

Build a business with an effective philanthropic arm



2016 SPONSORHIP LEVELS



presented by

PRESENTING SPONSOR



Presenting Sponsor



ASSOCIATE SPONSOR











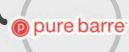




















PRESENTING SPONSOR

IDENTIFICATION

As "Event Presenting Sponsor" (1 of 3)
"MommyMile presented by XXX"
Logo/Name recogniition on Event
identifications: Pre, During & Post Event
Category Exclusivity

PROMOTIONS

MEDIA PACKAGE VALUE: OVER \$75,000 SOCIAL MEDIA REACH: 200k+ (mult plat) EMAIL BLAST LIST: 115k+

Premier Logo/Name Recognition on:
Partnering Dispatch Group publications
(Columbus Parent, Columbus Dispatch
Newspapers & other select publications)
Partnering Clear Channel radio spots
Partnering 10TV & Commit To Be Fit Promo
MommyMile Digital Media Promotions
MommyMile Website & Social Media blasts
614 Social Media blasts
Earned media opportunities prior & during
event 25,000 event card flyers
Exclusive; 1-Time Email Blast to Entire
Registration List

ON-SITE VISIBILITY

EXCLUSIVE OWNERSHIP RIGHTS TO 1 OF 3
MAIN EVENT COMPONENENTS
BANNERING THRUOUT EVENT FOOTPRINT
Premiere logo/name recognition at Start/
Finish Lines

Custom Live Activations at Celebration
Direct Access to 3000+ Participant Bags
Stage mentions & promoted exclusive
shopping spree around event
Post-Event offering Extended Time Promo
20 x 20 Booth Space w/ Tent, Table, Chairs

HOSPITALITY

Complimentary participation for up to 25 After 25, offer Discount Code for Sponsor's Network

2016 LEVELS OF SPONSORSHIP

ASSOCIATE SPONSOR

IDENTIFICATION

As event Associate Sponsor Logo/Name recogniition on Event identifications: Pre, During & Post Event Category Exclusivity

PROMOTIONS

MEDIA PACKAGE VALUE: OVER \$35,000 SOCIAL MEDIA REACH: 200k+ (mult plat) EMAIL BLAST LIST: 115k+

Logo/Name Recognition on:

Partnering Dispatch Group publications (Columbus Parent, Columbus Dispatch Newspapers & other select publications Partnering Clear Channel radio spots Partnering 10TV & Commit To Be Fit Promo Partnering Digital Media Promotions 25,000 event card flyers

ON-SITE VISIBILITY

Bannering throughtout event Footprint Logo/name recognition at Start/Finish Lines Complimentary display space with appropriate signage at Start & Finish Line, 10 x 20 booth space with tent, table & chairs Direct Access to 3000+ Participant Bags Stage mentions & promoted exclusive shopping spree around event

HOSPITALITY

Complimentary participation for up to 12

COMMUNITY SPONSOR

IDENTIFICATION

As an Official Community Sponso

PROMOTIONS

SOCIAL MEDIA REACH: 200k+ (mult plat) EMAIL BLAST LIST: 115k+

Logo/Name Recognition on:
Partnering Dispatch Group publications
Exclusive MommyMile Diaital & Print Promotions

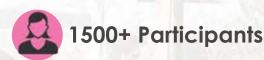
ON-SITE VISIBILITY

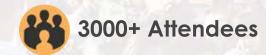
Logo/name recognition at Start/Finish Lines 10 x 10 booth space with tent, table & chairs Direct Access to 3000+ Participant Bags On-Stage over-the-mic mentions

HOSPITALITY

Complimentary participation for up to 4

MOMMYMILE 2015 DEBUT RESULTS





9% Increase in Mall Traffic

81% Team Signups

86%+ Customer Retention for 2016 based on 250 customer surveys

