

# Mommy Mile

2016 SPONSORSHIP DECK

BENEFITTING



RONALD MCDONALD  
HOUSE CHARITIES  
CENTRAL OHIO



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 its 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 MOMMYMILE LOCATIONS**



# 2016 SPONSORSHIP LEVELS



presented by

**PRESENTING SPONSOR**



**ASSOCIATE SPONSOR**



**COMMUNITY SPONSOR**





# PRESENTING SPONSOR

## IDENTIFICATION

As "Event Presenting Sponsor" (1 of 3)  
"MommyMile presented by XXX"  
Logo/Name recognition 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  
Custom, Post-Event Call to Action

## ON-SITE VISIBILITY

EXCLUSIVE OWNERSHIP RIGHTS TO 1 OF 3  
MAIN EVENT COMPONENTS  
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 recognition 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 throughout 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 Sponsor

### PROMOTIONS

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

Logo/Name Recognition on:  
Partnering Dispatch Group publications  
Exclusive MommyMile Digital & 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



1500+ Participants



3000+ Attendees



9% Increase in Mall Traffic



81% Team Signups



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



A Race/Walk Celebration of Motherhood  
benefiting Ronald McDonald House Charities

PRESENTED BY



5k or 1 Mile Race / Walk + After Party celebration + Exclusive Shopping spree

EVERYONE IS WELCOME:



Significant Others



Sons & Daughters



Family



Friends

POLARIS FASHION PLACE

APRIL 26, 2015  
COLUMBUS, OHIO



REGISTER NOW at [MOMMYMILE.com](http://MOMMYMILE.com)