



## Live FIT 5K Sponsorships

Date: October 2, 2009

Time: Warm ups - 6:30 am Start time - 7:00 am

Location: Anaheim Marriot Hotel

Sponsorship funds will support the development of programs to attract, develop and retain talent for the fresh produce industry.

### Live FIT 5K Champion Sponsorships

Five co-sponsorships available, \$5,000 each

As one of the five Champion Sponsors of this inaugural event, your logo will be featured on the finish line banner and on the back of the racers' t-shirts with only the other four Champion Sponsors (other sponsors will be listed by name at the bottom of the back of the t-shirts). You will also receive recognition on the Live FIT 5K registration page and PMA Foundation Web site as well as on the signage at the race event. Your company insert will be included in the "5K Race Gift Bag" that all runners receive.

### Live FIT 5K Runner Bib Sponsorship

Exclusive sponsorship, \$3,500

Your company logo will be front and center on every runner in the Live FIT 5K race and runners notoriously hold onto their bibs as souvenirs for many years to come! In addition, your company name will be featured on the back of the racers' t-shirts which is sure to be a collectable! Recognition on the Live FIT 5K registration page and PMA Foundation Web site as well as on signage at the race event will also be provided.

### Live FIT 5K Water Bottle Sponsorship

Exclusive sponsorship, \$2,500

As the Water Bottle sponsor, your company logo will be the only one to adorn the "official Live FIT 5K Water Bottle". Your company name will be featured on the back of the racers' t-shirts which is sure to be a collectable! You will also receive recognition on the Live FIT 5K registration page and PMA Foundation Web site as well as on signage at the race event.

### Live FIT 5K Race Gift Bag Sponsorship

Exclusive sponsorship, \$2,500

Your company logo will be featured on these reusable shopping bags given to every runner at the race. Your company name will be featured on the back of the racers' t-shirts which is sure to be a collectable! You will also receive recognition on the Live FIT 5K registration page and PMA Foundation Web site as well as on signage at the race event.

### Live FIT 5K Student Runner Sponsorship

Exclusive sponsorship, \$1,500 plus t-shirts

Take advantage of the opportunity to utilize the Pack Program students as your company's own walking billboards (or in this case, running)! You will supply the 36 t-shirts (we'll let you know the sizes) to be worn by the students who will either be running, walking or working the event. Your company name will be featured on the back of the t-shirts given to all students. You will also receive recognition on the Live FIT 5K registration page and PMA Foundation Web site as well as on signage at the race event.

### Live FIT 5K Support Sponsorships

Two of Ten co-sponsorships, \$500 each

Show your support of this inaugural event and the PMA Foundation for Industry Talent. Your company name will be featured on the bottom of the back of the racers' t-shirts. Recognition on the Live FIT 5K registration page and PMA Foundation Web site as well as on signage at the race event will also be provided to you as a Support sponsor.

All Live FIT 5K event sponsors will also receive the following Fresh Summit International Convention & Exposition sponsorship benefits:

- Listing on the PMA Web site by sponsorship level
- Your company logo displayed on the 5K sponsor logo sign in the convention center
- Listing in the Fresh Summit Program & Exposition Directory by sponsorship level for those sponsors confirmed by July 6, 2009