

# Beauty<sup>TM</sup> and the BEACH



**Saturday November 5th, 2011** is the annual Beauty and the Beach Run/Walk. This event takes place on the scenic boardwalk of Long Branch, New Jersey. Each year our goal is to create an event that is an empowering and inspirational experience for women of all shapes, sizes and experience levels.

Helping women feel good about themselves by setting & exceeding personal goals while having fun is a winning combination that has helped us to double the amount raised for Aslan each year. Registration includes a training program, stuffed goody bags, a fabulous post-race party, tons of prizes, and did we mention the chocolate?! Beauty and the Beach Run is well known for its chocolate!

## ALL SPONSORS RECEIVE

- o Recognition in newsletters
- o Link on race's website
- o Placement of promo item in goody bag
- o Placement of ad in the Beauty Year Book\*

### Finish Line Sponsor \$5,000

- o Logo/company name on side of finishing arch
- o Full page ad

### Goodie Bag Sponsor \$3,000

- o Logo/company name on goody bags
- o Full page ad

### Post-Race Celebration \$2,000

- o Company name inside Post-Race food tent
- o Full page ad

### Volunteer Shirt Sponsor \$1,000 (for 1 of 2 spots available)

- o Company name on back of 150 shirts
- o Full page ad

### Chocolate Sponsor \$500

- o Company name on chocolate table(s)
- o Half page ad

### Water Stop Sponsor \$400 (for 1 of 3 stops available)

- o Company name on water table
- o Half page ad

### Beach Cabana Sponnsor \$250/\$400

- o Quarter page ad/Half page ad
- o Placement of promo item in goody bag

\* Black /White art due by September 1st.

## EXPO

Post race shopping will be located alongside packet pick up & post race refreshments. Shopping open 7:30 am-1pm, space is limited. Fees are as follows for (1) 6' table:

- o \$150 for non-sponsors
- o \$100 for sponsors
- o Free for sponsors over \$500

## BEAUTY FACTS

As a sponsor, your company and products will be center stage to more than 1,200 women as well as their family and friends. Beauty and the Our ladies gather for informative women's clinics, group training and ladies nights. They also receive a monthly newsletter full of training tips and race updates.

### Who is the Beauty and the Beach Woman?

- o 92% are from right here in NJ
- o 20% are under 29.
- o 30% are in their thirties
- o 30% in the forties
- o 20% are over 50 years young!

### Where does the money go?

100% of the profits go to Aslan Youth Ministries, a non-profit organization in Red Bank, New Jersey.

## CONTACT US

Email: [info@beautyandthebeachrun.com](mailto:info@beautyandthebeachrun.com)

Website: [www.beautyandthebeachrun.com](http://www.beautyandthebeachrun.com)

Sponsorship applications available on request or at the Beauty and the Beach website.

All sponsorship applications due Sept 1st.