

National Corporate
Marathon
Championship

Houston-Methodist Marathon
Houston, TX.
January 18, 1998

USCAA

United States Corporate Athletics Association

Exercising Your Corporate Image

21st National Corporate
Track & Field
Championship

Santa Barbara, CA.
July 25-26, 1998

Kevin Holtzclaw
Chairman
General Electric

Lou Putnam
President
AT&T

Gordon Smith
Vice President
Booz • Allen & Hamilton

Richard Speidel
Treasurer
Pacific Telesis

Frank Burnette II
Secretary
Burnette & Kelley

Andrea Austin

Tom Cannon
Lucent Technologies, Inc.

Susanne Carney
The Principal Financial Group

Jane Dolley
UNUM

Kaye Donnelly
Gilead Sciences, Inc.

Jeff Frayser
Andersen Consulting

Brian Gore
The Aerospace Corporation

Bruce Hamilton
LG&E Power

Sunny Hatten
Pacific Enterprises

Dave Krell
U.S. West

Darrel Lamar
Chrysler Corporation

Ron Manion
Lockheed Martin

Alan Mut
Exxon

Dietmar Oberhoessel
Hughes

Carole Swanson
CIGNA

Pamela Wusthof
Booz • Allen & Hamilton

Detailed Sponsorship Opportunities

21st Annual USCAA National Corporate Track & Field Championship

Santa Barbara, CA

July 25 - 26, 1998

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 Santa Barbara, CA on July 25 - 26, 1998, it will benefit corporate America's fitness and raise funds for the Make-A-Wish Foundation®. This year's event will be the 21st 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 semi-annual newsletter, *FitNews*. 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):

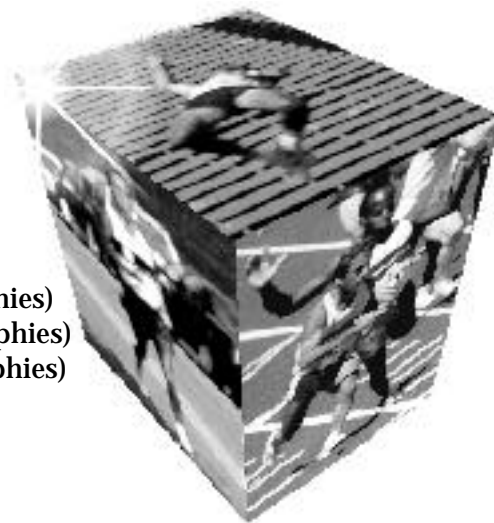
- In meet's printed program (B&W or color ads)
rate base: 5,000 copies; estimated readership: 16,000
price range: \$625 (eighth page, B&W) to \$2,400 (back cover, four color)
- In USCAA's semi-annual newsletter, *FitNews*. (B&W ads)
circulation 2,000; readership 6,000
price range: \$275 (quarter page, 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 (780 medals)
 - top three finishers in all events (460 medals)
 - first place finishers in all events (160 medals)
- Provide special awards or 21st Anniversary event commemorative (*featuring your logo?*)
 - commemorative award for all participants (over 1,000 in 1997), or for first 1,000
 - commemorative award for all teams (22 teams in 1997)
 - 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 (780 medals)
 - top three finishers in all events (460 medals)
 - first place finishers in all events (160 medals)
- Fund special awards or 21st Anniversary event commemorative (*featuring your logo?*)
 (*we have many special award ideas*)
 - commemorative award for all participants (over 1,000 in 1997), or for first 1,000
 - commemorative award for all teams (22 teams in 1997)
 - 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

- **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

- **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



• **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!

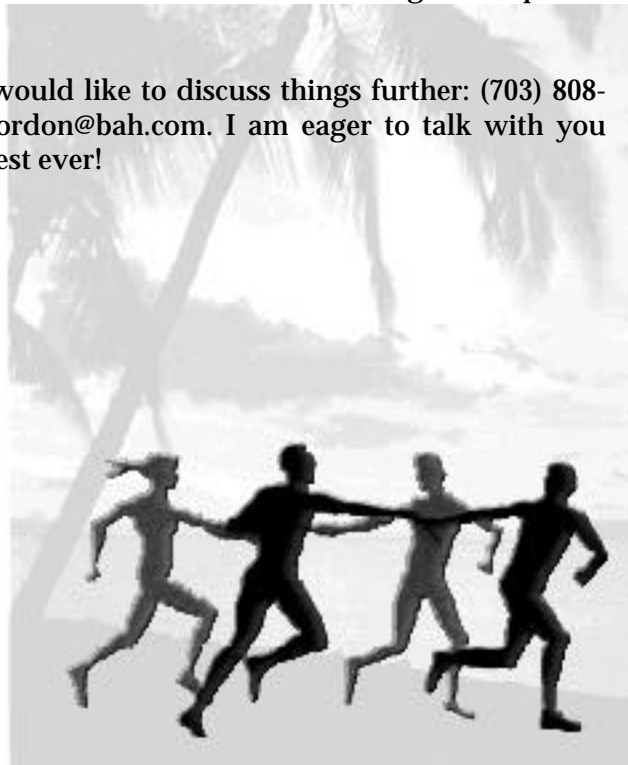


Table 1: Event Characteristics

Event Name <i>(Div I&II unless specified)</i>	# Medals¹ <i>(per place)</i>	Gender²	Age Group	Individual Distances	Executive	Field Event
Men's 5K Road Race	12	M	<i>all ages</i>	5K		
Women's 5K Road Race	10	F	<i>all ages</i>	5K		
Men's 10K Road Race <i>(Div I)</i>	7	M	<i>all ages</i>	10K		
Women's 10K Road Race <i>(Div I)</i>	6	F	<i>all ages</i>	10K		
Masters 1500m <i>(Div I)</i>	2	2-M	40+	100m		
4 x 100 Sprint Relay	8	4-M, 4-F	<i>all ages</i>	100m		
Women's 800m Team Race	4	F	<i>any age</i>	800m		
Submasters Distance Relay	8	6-M, 2-F	30+	800 - 1600m		
3-Lap Sprint Relay	8	6-M, 2-F	<i>any age</i>	200 - 400m		
Executive Relay <i>(Div I)</i>	4	3-M, 1-F	35+	400 - 1600m	X	
4 x 200 Relay	8	6-M, 2-F	<i>all ages</i>	200m		
Men's Mile Team Race	4	M	<i>any age</i>	mile		
Senior's Relay	7	5-M, 2-F	appr. 50+	200 - 600m		
Women's Relay	6	F	appr. 30+	400 - 800m		
Submasters Sprint Relay <i>(Div I)</i>	4	3-M, 1-F	30+	200 - 800m		
President's Relay	6	<i>any gender</i>	35+	400 - 800m	X	
Pyramid Relay	10	6-M, 4-F	<i>any age</i>	400 - 1200m		
Masters Relay	10	8-M, 2-F	40+	200 - 800m		
Distance Relay <i>(Div I)</i>	5	4-M, 1-F	<i>all ages</i>	800 - 3200m		
Sprint Relay	12	8-M, 4-F	<i>all ages</i>	200 - 400m		
Team Throw (shot/discus)	3	<i>any gender</i>	<i>any age</i>	----		X
Team Jump (long/high jump)	3	<i>any gender</i>	<i>any age</i>	----		X
4x200 Special Olympics Relay <i>(non-scoring, exhibition event)</i>	16 <i>(all places)</i>	<i>any gender</i>	<i>any age</i>	200m		
Korporate Kids Run <i>(non-scoring, exhibition event)</i>	50(?) <i>(all places)</i>	<i>any gender</i>	<i>any age</i>	100 - 200m		

¹ - Medal count per event standing (i.e. multiple by 3 to include 1st through 3rd place finishers. Multiple by 5 for top 5 places)
Includes all divisions involved in the event.

² - A female athlete may be substituted in place of a male athlete unless a male is specified in the event's rules.