

# SPONSORSHIP OPPORTUNITIES

**CHRIS  
THATER**

MEMORIAL

*races*

**AUGUST 27-28, 2016 • BINGHAMTON, NEW YORK**

**STOP  
DWI** New  
York  
BROOME COUNTY



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# THE CHRIS THATER MEMORIAL

## AN OVERVIEW

Christopher Thater was a 23 year-old cycling enthusiast who was killed by a drunk driver in Broome County on October 16, 1983. In 1984, the Broome County STOP-DWI Program started an annual bicycle race to remember Chris and to elevate public awareness of substance abuse and traffic safety. Over the years, the event has become one of Broome County's showcase events and one of the premier cycling and running races in North America. August 27-28, 2016 marks the 33rd year of the event.

- High profile established summer sports and downtown festival that is unique to Greater Binghamton/Southern Tier of New York State.
- Dedicated in memory of cyclist Chris Thater, a drunk driving victim.
- Promotes STOP-DWI awareness and healthy life styles.
- Held on streets surrounding downtown Binghamton.
- Attracts over 1,000 regional, national and Olympic level athletes
- 5,000+ spectators. Family oriented event.
- Well-recognized event by national sports organizations: USA Cycling and USA Track & Field.
- USA Cycling National Criterium Calendar Event – cycling's equivalent of golf's PGA.
- Expo/vendor area featuring sponsors and food concessions plus fun, fitness and commercial displays.
- Sponsored by Broome County STOP-DWI Program, the City of Binghamton, local/national businesses and media sponsors.



**Broome County STOP-DWI invites organizations to get involved in this outstanding event.**

# SPONSORSHIP

## of the Chris Thater Memorial

### *Investing in Cycling and Running to Promote Greater Binghamton*

41.4 million cyclists in the U.S.
24.7 million runners in the U.S.
\$5.3 billion consumer spending on cycling
\$3.91 billion — 2002 U.S. athletic footwear sales: running/jogging and cross training/fitness

### *Demographic of Cyclists*

63%	Between ages 18-44
47%	Professionals, managers
52%	Household incomes of \$40K+
54%	Male
46%	Female
75%	Attended College
52%	Graduated College
54%	Married
30%	Married with Children

### *Demographics of Runners*

24,700,000:	US residents aged 7+ years, ran six or more times in 2002
11,161,000:	been in sport for 10+ years
10,485,000:	ran at least 100 days in 2002
55.4%	Male
44.6%	Female
28.9	Average Age
NY, NJ, PA	Top metropolitan areas in US with most runners

Source: Lifestyle Market Analysis, Sprint MRI, USATF State of the Sport Report

**It's good for your organization:** sponsorship allows you to be associated with a high profile event that reaches the Greater Binghamton/Central New York market through an outstanding television, radio and print advertising campaign.

**Reach a market that's active, younger, health-conscious and higher income:** national statistics indicate runners and cyclists tend to be higher-income, better educated and consumers of technology – customers for healthy foods, sports equipment, automobiles, electronics and financial investment.

**Diversify your business marketing approach:** marketing via the Chris Thater Memorial is unique. Position your company with a high profile, cause driven event that features a sports festival type atmosphere.

**Build community appeal:** both potential and loyal customers respect companies that support important social causes. The Chris Thater Memorial is a credible communicator of the benefits of healthy lifestyles.

**Event draws young people – potential employees/entrepreneurs that Broome County wants to attract to our region:** highly motivated, college educated, career oriented, above average income, user of technologies, open to new ideas and products, fitness oriented.

**Event showcases Greater Binghamton:** it makes Greater Binghamton a destination point and adds color and excitement to our community.

**The Chris Thater Memorial projects an image of a forward thinking, cutting edge community:** fosters interest in alternative transportation and promotes public health.

**The Chris Thater Memorial promotes a safe New York:** the drunk driving problem continues to be a major public safety issue in New York State. The Chris Thater Memorial helps raise awareness about the DWI problem and promotes healthy lifestyles concerning substance abuse and traffic safety.



# PREMIER SPONSOR PROGRAM

## Promotional Benefits

- Highest level event sponsor: Shares in broadest benefits of regional and local advance marketing and on-site promotion.
- Prominent positioning of name/logo in all print and electronic advertising and collateral materials including event posters, flyers, merchandise and other promotion items.
- Prominent identification in PR campaign. Option to participate in news conferences, interviews with media or talk shows promoting the event.
- Sponsor mentions during any live broadcast.
- VIP access to all event social activities.

## Television Advertising – Name/Logo ID in the following:

- Minimum 1,000 regional ad spots on Time Warner Cable in the Binghamton/Central New York market.
- 75 ad spots on WICZ FOX40 in the Binghamton market.
- Four week television campaign.

## Radio Advertising – Identification in the following:

- Minimum of 500 ad spots on the 5 radio stations of Town-square Media – Binghamton: WAAL, WNBF, WHWK, WYOS and WWYL in the Binghamton/Central New York market.
- Three week radio campaign.
- Additional spots on the stations of IHeart Media Binghamton: Now105.7, 92.5KGB, New Country B107.5, and FOX Sports AM1430.

## Print Advertising – Name/Logo ID in the following:

- Prominent placement of sponsor name/logo on event poster, front cover of event program, event flyers and all print advertising.
- One full page ad exclusive to sponsor in event program.

## Digital Media

- Prominent positioning of name/logo on Broome County STOP-DWI website.
- Hotlink to sponsor's website.
- Prominent mentions on event social media accounts.
- Prominent mentions in all e-mails to registered athletes.

## On-Site Exposure

- Two overhead signs at the start/finish line provided by STOP-DWI.
- Six 3' X 8' fence signs on race course provided by STOP-DWI.
- Ten boulevard signs at start/finish area.
- Sponsor's option to display up to six additional banners. (Sponsor provides banners.)
- Recognition over public address system.
- On-site tent provided by STOP-DWI.
- Option to set up private hospitality area (no alcohol).
- Option to start races and participate in awards ceremonies.

**Cost of Premier Sponsor Program: \$25,000**



# GOLD MEDAL SPONSOR PROGRAM

## Promotional Benefits

- Major event sponsor: Broad level of regional and local advance marketing and on-site promotion.
- Sponsor name/logo ID in all print and electronic advertising and collateral materials including event posters, flyers and other promotional items.
- Identification in press releases, option to participate in news conferences and media interviews.
- VIP access to all event social activities.

## Television Advertising – Name/Logo ID in the following:

- Minimum of 500 ad spots on Time Warner Cable in the Binghamton/Central New York market.
- 35 ad spots on WICZ FOX40 in the Binghamton market.
- Four week TV campaign.

## Radio Advertising – Identification in the following:

- Minimum of 100 ad spots on the 5 radio stations of Town-square Media—Binghamton: WAAL, WNBF, WHWK, WYOS and WWYL in the Binghamton/Central New York market.
- Three week radio campaign.
- Additional spots on the stations of IHeart Media Binghamton: Now105.7, 92.5KGB, New Country B107.5, and FOX Sports AM1430.

## Print Advertising – Name/Logo ID in the following:

- Sponsor name on event's full color poster, event program, flyers/registration material and print advertising.
- Identification in ads promoting event in regional publications.

## Digital Media

- Name/Logo on Broome County STOP-DWI website.
- Hotlink to sponsor's website.
- Prominent mentions on event social media accounts.
- Prominent mentions in all e-mails to registered athletes.

## On-Site Exposure

- One overhead sign at the start/finish line provided by STOP-DWI.
- Four 3' X 8' fence signs on race course provided by STOP-DWI.
- Sponsor's option to display up to two additional banners. (Sponsor provides banners.)
- Recognition over public address system.
- Option to have on-site display, including merchandising, sales and give-aways.
- Option to set up private hospitality area (no alcohol).

**Cost of Gold Medal Sponsor Program: \$6,000**

## SILVER MEDAL SPONSOR PROGRAM

### Promotional Benefits

- Major event contributor: High level of benefits from advance marketing and on-site promotion.
- Sponsor name/logo ID in all registration material and event flyers.
- Identification in press releases, option to participate in news conferences.
- VIP access to all event social activities.

### Television Advertising – Name/Logo ID in the following:

- Minimum of 250 regional ads on Time Warner Cable in the Binghamton/Central New York market.
- Three week television campaign.

### Radio Advertising – Identification in the following:

- Minimum of 50 ad spots on the 5 radio stations of Townsquare Media—Binghamton: WAAL, WNBF, WHWK, WYOS and WWYL in the Binghamton/Central New York market.
- Three week radio campaign.
- Additional spots on the stations of IHeart Media Binghamton: Now105.7, 92.5KGB, New Country B107.5, and FOX Sports AM1430.

### Print Advertising – Name/Logo ID in the following:

- Sponsor name/logo in event program and flyers/registration material.

### Digital Media

- Name/logo on Broome County STOP-DWI website.
- Hotlink to sponsor's website.
- Prominent mentions on event social media accounts.
- Prominent mentions in all e-mails to registered athletes.

### On-Site Exposure

- Four 3' X 6' fence signs on race course. (Sponsor provides banners.)
- Recognition over public address system.
- Option to have on-site display, including merchandising, sales and give-aways.
- Option to set up private hospitality area (no alcohol).

**Cost of Silver Sponsor Program: \$3,000**



## BRONZE MEDAL SPONSOR PROGRAM

### Promotional Benefits

- Exposure from advance marketing and on-site promotion.
- Sponsor name/logo ID in registration material and event flyers.
- Identification in press releases.
- VIP access to all event social activities.

### Print Advertising

- Sponsor name/logo in event program and flyers/registration material.

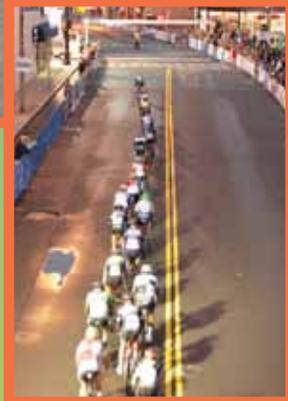
### Digital Media

- Name/logo on Broome County STOP-DWI website.
- Hotlink to sponsor's website.
- Prominent mentions on event social media accounts.

### On-Site Exposure

- Two 3' X 6' fence signs on race course. (Sponsor provides banner.)
- Recognition over public address system.
- Option to have on-site display, including merchandising, sales and give-aways.
- Option to set up private hospitality area (no alcohol).

**Cost of Bronze Sponsor Program: \$1,500**



**Contact information:**  
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The Chris Thater Memorial is a project of the Broome County STOP-DWI Program to promote awareness about the drunk driving problem. The event is held in honor of Chris Thater, a cycling enthusiast, who was killed by a drunk driver.

Debra A. Preston  
 Broome County Executive



Chris Marion  
 Director, Chris Thater Memorial