

# Shawshank



At The  
**OHIO**

**STATE REFORMATORY**

**Saturday**  
**June 11, 2016**  
**8:30 am**

**Mansfield, Ohio**  
**[www.shawshankhustle.com](http://www.shawshankhustle.com)**



# Sponsorship Opportunities

## **About the Race**

One June 11 Rocketship Sports Management will be hosting the second Shawshank Hustle 7k in Mansfield. A huge success in its inaugural year the event attracted 3000 participants and sold out all available registrations in less than three months. The unique Shawshank Redemption themed running race starts and finishes at The Ohio State Reformatory, known in the movie as Shawshank State prison. The course also features five other filming sites while running through the Downtown area of Mansfield. With a generous course time limit the race is open to both serious runners and more casual participants who may be more interested in the movie sites.

The run is expected to sell out again this year with a 3000 participant limit. Estimated spectators and family members are expected to grow the crowd to 10000 people on race day morning. Additional activities this year include an expo on Friday, two movie showings, actors from the movie Scott Mann and James Kisiki will be in attendance and the bus from the movie will be on site.

The race is hosted by Rocketship Sports Management with support from the Mansfield Reformatory Preservation Society, Mansfield & Richland County Convention and Visitors Bureau, The Shawshank Trail, The City of Mansfield, Mansfield Police, fire and ems.

Supported by local volunteers staffing aid stations and working registration the event is an exciting community event for both participants and local non-profit organizations that work the event.

This event is a costly venture with police support, insurance, licensing and permit fees, athlete perks, timing and other expenses. While the entry fees will offset some of the expenses they will not offset all of the anticipated expenses. For the event to be successful and continue to grow year after year sponsorship is being sought from local businesses. The Shawshank Hustle had a positive immediate impact on the local economy in the inaugural and we are offering many different sponsorship opportunities.

## **Our mission**

Our mission is to create a world class tourist event that supports The Mansfield Reformatory Preservation Society and highlights the areas Shawshank Redemption filming sites as a tourist destination.

## Charities

Proceeds from the event are donated to the Mansfield Reformatory Preservation Society, the non-profit organization that operates the prison museum.

## Who we are

Rocketship Sports Management is an all-volunteer 501c3 not for profit amateur sports corporation that is based in Greenville Ohio. Beginning in 2006 the group has promoted over 200 events including the world famous Tour de Donut bicycle race, The Grand Lake Marathon, World Bicycle Relief Challenge at Indianapolis Motor Speedway and The Colavita-Zipp Time Trial Series. In addition to these popular events the group assists other non-profits maximize attendance and profit at their fund raising events in addition to loaning equipment, marketing advice and course organization for these races. In 2012 volunteer race director Roger Bowersock was named one of the nation's top event organizers by Sports Events Magazine. In 2015 the same magazine included The Grand Lake Marathon as a top national event.



## Demographics of a typical runner

Runners are affluent with an average household income is \$90,850.

83% of runners have some form of college education and 54.5% are professionals

Runners are health conscious. The average runner runs 11 months per year with an average of 4 times each week.

Runners travel an average of 300 miles to attend a season goal event

Runners bring an average of 2.6 guests with them to a race.

## “Presenting” Sponsor

(\$2500 Cash donation, limited to 1 company)

Deadline March 1, 2016

Your company will be the exclusive sponsor of The Shawshank Hustle. Any advertisement will include “presented by.....” and event logo will have company logo added.

Includes -

- Company name/logo as Presenting Sponsor in all television, radio, print or digital advertising, marketing and registration materials
- Company logo prominently displayed on event website
- Company logo prominently displayed on event T-shirts. (approx. 4,000)
- Highlighted on all race related Social Media posts (65,000+)
- Company provided give-a-way item in goody bags to all participants (4,000+)
- Logo on custom race bibs (approx. 4000)
- Company logo on all event signage (finish line, podium backdrop)
- Company provided and staffed 10x10 tent for promotional purposes in expo area
- Company representative invited to speak at event
- Company logo included on route markers along the route
- On stage recognition during event

Company sponsorship acknowledgement throughout race day via race announcer

•Includes registration for a team of up to 5 runners

Ability to renew sponsorship for 2017 if reserved by July 1, 2016



## **TIMING & RACE TRACKING SPONSOR**

(\$1000 Cash donation, limited to 1 company)

- Assist in cost of timing and athlete tracking
- Company name/logo on message/results texts sent to athletes
- Company logo displayed on results page
- Company logo included on event T-shirts. (approx. 4,000)
- Highlighted on all results related Social Media posts
- Company provided give-a-way item in goody bags to all participants
- Company logo on all event signage
- Company provided and staffed 10x10 tent for promotional purposes

## **MOVIE RIGHTS SPONSOR**

(\$1000 Cash donation, limited to 1 company)

- Assist in cost of movie rights and showing
- Company name/logo on signage at movie showing Friday and Saturday
- Company representative will announce start of movie
- Company logo/website link displayed on event website
- Company provided give-a-way item in goody bags to all participants (3,000+)
- Company provided and staffed 10x10 tent for promotional purposes



## **ENERGY STATION SPONSOR**

(\$500 Cash donation, limited to 1 company)

- Company name/logo listed on banners at each of the four aid stations
- Company logo/link listed on website

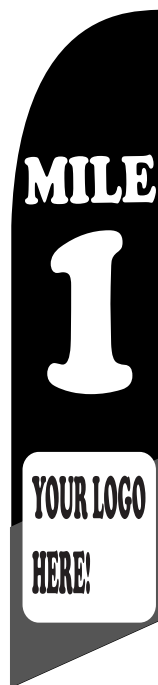
## Mile Marker Flag Sponsor:

(\$500 Cash donation, limited to 4 companies)

- Company name/logo on custom 15' flags at mile markers along course
- Company name/website link listed on website
- Company logo included on race T-shirts. (approx. 4000)

\*Must be committed by May 1 so flags can be produced\*

-Mention in all advertisement and press regarding this event



## Finish Line Flag Sponsor:

(\$250 Cash donation, limited to 10 companies)

- Company name/logo on custom 15' flag on fencing at start/finish
- Company name/website link listed on website

\*Must be committed by May 1 so flags can be produced\*



**YES, I would like to become a Shawshank Hustle sponsor!**

- Presenting(\$2,500)
- Timing and Race Tracking(\$1,000)
- Movie Rights(\$1,000)
- Energy Station(\$500)
- Mile Marker (\$500)
- Finish Line Flag(\$250)

\* Any in-kind donation must have pre-approval from Shawshank Hustle Committee.

Contact Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Telephone Number \_\_\_\_\_

E-mail Address \_\_\_\_\_

Company Website \_\_\_\_\_

Rocketship Sports Tax ID# 20-5836090

Please make checks payable to: Rocketship Sports Management Inc

Return completed form and payment to:

Rocketship Sports Management

Attn.: Shawshank Hustle

1098 Buckeye Dr.

Greenville Ohio 45331

To reflect your company name and logo on T-shirts and promotions,

send an .eps file to [info@rocketshipsports.com](mailto:info@rocketshipsports.com)

Questions? Contact Rocketship Sports at 937-417-5772 [info@rocketshipsports.com](mailto:info@rocketshipsports.com)