PROPOSAL FOR SPONSORSHIP

Monday, October 10, 2016
Boston Common

Visit tuftshealthplan.com/tufts10k or call Conventures at (888) 767-RACE
WHY SPONSOR?
By sponsoring the Tufts Health Plan 10K for Women, you will be aligned with one of the premier women’s sporting events in the United States. Your company will have the opportunity to live market products and services to over 20,000 consumers. This highly targeted demographic is a health conscious and fitness oriented group of women and families, looking to incorporate your service into their lifestyle. Most importantly, your name will be left “running” through the minds of everyone who attends this well-known event.

ABOUT THE RACE
Since its inception in 1977, the Tufts Health Plan 10K for Women has gathered women of all ages each year in the streets of Boston to participate in the USA Track & Field Women’s 10K National Team Championship. This race attracts an internationally recognized field of elite runners as well as a loyal following of over 8,000 regional, health conscious women. More than just a race, this Columbus Day tradition gathers mothers, sisters and friends to celebrate and support women’s strength, health and fitness.
THE EVENT
MONDAY, OCTOBER 10, 2016
BOSTON, MA
• 10K Road Race
• Health and Fitness Expo
• Kids Fun Run & Activities
• Cash Grant Presentation

AGE OF PARTICIPANTS

- 18–24 (23%)
- 25–35 (29%)
- 36–50 (26%)
- 51-65 (8%)
- 66 and over (2%)
- 17 and under (12%)

THE KIDS RACE
• 1K Walk for Kids led by Joan Benoit Samuelson
• Face Painting
• Warm-up
• Photo Area with Mascots
• Snacks & Activities

TOP FIVE STATES PARTICIPANT RESIDENCY
• Massachusetts
• Maine
• New York
• Connecticut
• New Hampshire

GENDER OF SPECTATORS
♂ Male: 43%  ♀ Female: 57%

THE AUDIENCE
On-site Attendance: 20,000+
Total Athletes: 7,500+
Kids: 500+
THE MEDIA BLITZ

Each year, an in-house PR team focuses to provide sponsors inclusion on all printed collateral, press kit materials, logo on all print and online advertising, presence on the event website with very active engagement on Facebook, Twitter and Instagram, acknowledgements in event radio ads and local select TV stations.

SOME OF THE PAST MEDIA OUTLETS INCLUDE:

The Boston Globe, Boston Herald, Metro Boston, Boston Business Journal, Mix 104.1, 103.3 AMP, WBZ1030 and the Tufts Health Plan website.
PRE-EVENT PROMOTION

• Prominent placement of logo on promotional literature and collateral materials including:
  • Registration form (41,000+ distributed)
  • Eblast to mailing list (30,000+)
  • Print Ads
  • Online Ads

• Prominent placement of logo on 10K section of Tufts Health Plan web site

• Opportunity for link from 10K section of Tufts Health Plan web site

• Mention of sponsor in printed race materials including schedule of events, press releases and press kit materials

2015 SPONSORS

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ABOUT CONVENTURES

Conventures, Inc. is New England’s largest special events agency focused on integrated event management, public relations and marketing.

Founded by industry pioneer Dusty Rhodes in 1977, Conventures has been the driving force behind some of the area’s most memorable and effective special events and marketing campaigns for more than 39 years.

OUR SPORTS PORTFOLIO INCLUDES:


For more information about Conventures, please visit www.conventures.com.

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