



# Michigan City Eco-Fit Challenge



**TOWER  
RUN**



**Ride the Wave  
Regatta**



**Spike  
to Sunset**

biathlon

crazy tri

## Eco-Fit Challenge

A one of a kind event, the Michigan City Eco-Fit Challenge will give participants the chance to run, paddle and spike into the sunset. This very unique and exciting event includes the following combined races:

- Inaugural **Michigan City Run & Kayak Biathlon** - Run & Kayak
- Inaugural **Michigan City Crazy Tri** - Run, Kayak & Volleyball

Participants who do not want to compete in the combined races have the option to participate in any of the following individual events:

- 16th Annual **Tower Run** - Run or Walk
- Inaugural **Ride the Wave Regatta** - Kayak or Canoe
- Inaugural **Spike to Sunset** - Beach Volleyball Tournament

## Goals

- encourage and promote personal wellness;
- promote the environment and eco-friendly activities;
- support education in the Michigan City area.

## Proceeds

Proceeds benefit the Tower of Excellence Student Education Support Grants. These grants provide financial assistance for classroom projects designed by teachers and students in the public and private schools of the Michigan City area. Additional monies received from the **Inaugural Michigan City Ride & Kayak Biathlon** and **Crazy Tri** will be used to award grants for classroom projects that promote the Trail Creek Watershed and environment.

## Event Organizers

Tower, a local nonprofit organization, the Trail Creek Watershed Committee and the producers of the EVP National Tour have teamed up to create this very unique and exciting event for the Michigan City area.

## Promotion

The **Tower Run** is a corner race in one of the most prestigious race circuits in the area comprising 26 officially designated races, including the Chicago Marathon.

The **Ride the Wave Regatta** is an official exhibition race on the Indiana Division of the United States Canoe Association 2008 Race Schedule. Cross promotion has been coordinated with the Friends of the Chicago River's annual event, the Chicago Flat Water Classic.

The **Spike to Sunset Beach Volleyball Tournament** is supported by the producers of the EVP National Tour. They are a select group of volleyball professionals from across the country. These members bring a wealth of opportunities in grassroots marketing and value to sponsors.

All Eco-Fit races are listed on official sports websites, magazines and advertised through regional and national race circuits.

## Financial Sponsorship

Monetary donations are critical to keep costs down and to produce a quality event that our community can be proud of. You, your organization or business can feel good that your donation will support our community, specifically education and the environment!

Acknowledgements are subject to signed contract and remittance of half payment of sponsorship by August 1, 2008, unless otherwise noted.

- Check payable to: Tower
- Mail to: P.O. Box 659, Michigan City, IN 46361

## In-kind Sponsorship

Product and service donations are another great way to become a valued sponsor.

Needs include, but are not limited to:

- Advertising (*ad space, airtime, etc.*)
- Awards (*trophies, medals, plaques, etc.*)
- Entertainment
- Food and Beverage (*fruit, snacks, water, etc.*)
- Promotional items (*water bottles, tote bags, t-shirts, etc.*)
- Printing
- Raffle Prizes (*gift certificates, services, etc.*)
- Sound System & Support

## Sponsorship Packages

	Elite	Master	Pro	Intermediate	Novice	Supporter
Customizable packages are also available.	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,000</b>	<b>\$500</b>	<b>\$250</b>
Presenting Sponsor ( <i>Exclusive</i> )	✓					
Logo on official start & finish banners ( <i>Exclusive</i> )	✓					
Logo on official race bibs ( <i>Exclusive</i> )	✓					
Signage at all Eco-Fit races ( <i>Banners provided by sponsor.</i> )	Banner	Banner				
Link on main Eco-Fit website	Logo	Logo				
Acknowledgement in all Eco-Fit races press releases	✓	✓				
Verbal acknowledgement at Eco-Fit start & finish	✓	✓				
Acknowledgement in printed ads	✓	✓	✓			
Acknowledgement in selected race press releases	✓	✓	✓			
Exclusive sponsor of a race aid station or mile marker ( <i>Optional</i> )	✓	✓	✓	✓		
Eco-Fit Posters	Logo	Logo	Logo	Name		
Signage at selected race ( <i>Banners provided by sponsor.</i> )	Banner	Banner	Logo	Logo	Name	
Acknowledgement on selected race promotional item	Logo	Logo	Logo	Logo	Name	
Promotional materials included in participant goodie bags	✓	✓	✓	✓	✓	
Complimentary promotional items from selected race(s)	10	7	5	3	2	1
Complimentary race entries	20	15	10	5	3	1
Acknowledgement on selected race entry form(s) ( <i>Deadline 4/25/2008</i> )	Logo	Logo	Logo	Logo	Name	Name
Link on selected race website	Logo	Logo	Logo	Logo	Name	Name
Commemorative certificate	✓	✓	✓	✓	✓	✓