

Ambulance Chase Ad Rate Schedule

Benefit the community and your business by having your brand gain exposure through sponsoring the 2011 Wayne State University Law School Ambulance Chase.

Your company will be exposed to over 700 race participants including law students, members of the legal community and the general public as well as the large crowd surrounding the ambulance chase. This activity helps create brand recognition, show a commitment to charity, Detroit and the education system while benefiting Cass Community Social Services (CCSS).

Each participant gets a t-shirt containing logos from companies that purchase the appropriate sponsorship package. These t-shirts have been worn well beyond the actual race, so the exposure opportunity for a t-shirt sponsor is residual. In addition to t-shirt sponsorships, there are banners placed at benchmarks throughout the race, in the law school atrium for the post-event celebration and outside in front of the school. Logos of sponsors are also placed on the event web page.

In the past the event has received local media, blog and web and YouTube coverage.

Please make all checks payable to “Wayne State University” including “SBG” in the memo line.

Please contact Jason Pearsall or Ashley Star Fisher, at jason@wayne.edu or ashley.star.fisher@gmail.com no later than September 16, 2011 with your commitment to sponsor the event, or with any questions that you may have about sponsorship.

Diamond Sponsor: Overall event sponsorship – Spot reserved for one sponsor – \$5,000

- Name of sponsor mentioned in all WSU initiated media and interviews
 - Additional event promotion will also exist on Facebook, Twitter, web and blogs, all including the diamond sponsor name with event mention
- PR Newswire release with sponsor named mentioned in coordination with the event
- Prominent logo display on the t-shirt, top logo of largest size, with Diamond sponsor recognition
- Prominent, largest size, banner display during event– size: 8’ x 2.5
- Table at post-event celebration reserved for sponsor to be able to market materials or to talk to race participants and supporters
- Name of sponsor recognized at all refreshment tables on the course of the ambulance chase.
- 1/10th of a mile sign – 18x 12”

Platinum Sponsors: Large Logo on T-shirt, Large Banner and 1/10th Mile Sign - \$1000

- **Limited to:** 6 sponsors
- **Logo size:** Prominent logo location on the t-shirt with larger 4x6” logo and Platinum giving recognition
- **Banner size:** Prominent, large size, banner display during event– size: 6’ x 2.5
- **Sign Size:** 18 x 12”

Gold Sponsors: T-shirts PLUS Banners upgrade – \$475

- **Limited to:** 9 sponsors
- **Logo size:** 2x3”
- **Banner size:** 4x2.5’

Silver Sponsors: T-shirts – \$300

Stylish WSU Law School Ambulance Chase T’s showcasing our sponsors’ logos on the back.

- **Limited to:** 12 sponsors
- **Logo Size:** 2x 3”

Bronze Sponsors: 1/10th Mile Sign – \$200

A medium banner with your logo professionally printed will be showcased during the Ambulance Chase.

- **Limited to:** 44 sponsors
- **Sign Size:** 18 x 12”

Sponsor: Table Placards – \$75

A placard with sponsor’s logo along with any advertising materials provided by the sponsor will be displayed on the tables at the Ambulance Chase dinner/social following the race.

- **Size:** 8.5x11” glossy paper in clear stand – and additional materials provided by sponsor can also be displayed

Other Gifts/Donations: If you would like to simply make a donation to the event in any amount please make checks out to Wayne State University (SBG on Memo line) and send them to 471 West Palmer St. Detroit, MI 48202 – Attn: Student Board of Governors.