

# Sponsor Recognition in RaceJoy

Reach a highly engaged audience  
beyond just race day!

## RaceJoy “Title Sponsor” Placement Opportunities

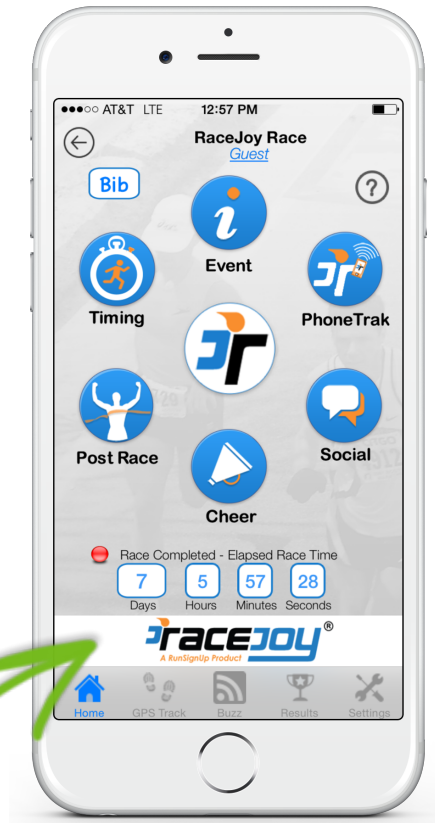
- Exclusive main banner ad
- Exclusive full page ad
- Prominent logo and content placement throughout app.
- Co-branded progress alerts to participants’ Facebook and Twitter walls.
- Highlighted in Welcome and Thank You push news alerts
- Local Places of Interest listing
- Dedicated customized content section
- Sponsor video and link to existing campaign
- Custom creative recognition available
- Recognition by race event and RaceJoy for offering RaceJoy experience

**Sponsor the full RaceJoy experience  
for premium recognition and  
placement.**

## Real-time, Interactive Social Experience

**Translates to Highly Engaged Activity**

- ✓ Accessed repeatedly on race day
- ✓ Reach onsite & remote audience
- ✓ High visibility opportunity



**Main Banner Ad**

**Expand sponsor  
reach to spectators  
both onsite and  
remote.**

**In-app advertising has become one of the most powerful marketing tools today.  
More effective and longer shelf life than print, television or radio.**

# RaceJoy General Sponsorship Placements



With RaceJoy, you have a highly engaged audience who will see your brand and information days and months prior to and after race day. The interactive tools within RaceJoy draw people in and ensure your brand gets maximum exposure.

With RaceJoy	Sponsor Promotion	Description
✓	<b>Rotating Banner Ads</b> (Main navigation screen and finishers' results pages)	Linkable rotating banner ads located in highly visible and visited areas of event App. Up to 10 banner ads on main event navigation screen and up to 10 on finishers' results page.
✓	<b>Full Page Ad in Sponsor Carousel</b>	Showcase company logo or campaign in full page ad in fun carousel format. Ads are clickable and can link to a coupon, promotion, campaign message, donation URL or company Website.
✓	<b>Places of Interest Listing</b>	Ideal for local vendors, host hotels and charity organizations. Includes company listing, customized content, map view and link to directions. Customized content includes text, graphics, URLs and other links.
✓	<b>Buzz Alerts</b>	Push notifications & promotions to athletes and spectators. Perfect for promoting race day giveaways, special discounts or information about an upcoming event.
✓	<b>Customized Content Section</b>	Sponsors can provide customized text in dedicated sections of RaceJoy to bring value to athletes and spectators while promoting their establishment. Examples: Training, recovery tips, nutrition, therapy, donations for a cause, etc.



**Sponsor Carousel**

Add fun and “hidden treasures” in your clickable ads to encourage word of mouth (unexpected giveaways, discounts, etc.).

Tap into High RaceJoy usage for more effective sponsor advertising.

Powerfully promote your brand to a highly engaged target market of runners, triathletes and their supporting friends and family.