

A Change Of Pace

START

START



30th Annual Celebration

2012 DAVIS STAMPEDE

BOOTH OPPORTUNITIES





OUR MISSION

Please join us in our mission to “encourage, educate and motivate kids to inspire life-long habits towards a healthy lifestyle.”

EVENT PROCEEDS

Proceeds from this and all our events help fund no-cost after-school fitness programs, reduced-cost participation in our events by those involved in fitness programs, and scholarships for athletes from financially disadvantaged backgrounds.

OUR FOUNDATION

The A Change of Pace Foundation has more than 25 years experience in producing well attended, professionally organized running, walking and triathlon events.



DAVIS STAMPEDE MARKETING

Marketing and advertising for the Davis Stampede spans seven months. Marketing is concentrated in four areas: on-line, direct mail, at events and in retail venues.

ONLINE EXPOSURE

The event is marketed via our website, changeofpace.com, which has approximately 50,000 unique visitors per month and 1.25 million hits/month. As a booth vendor, your linked logo will be displayed on the Davis Stampede booth/sponsor pages on our website.

Our bi-monthly targeted e-mails reach 26,000 unique recipients. Sponsor logos are included in the body of the e-mail. The event is listed across the internet on hundreds of websites pertaining to running, half marathons, events, family events, etc. Social media is not overlooked - our Facebook page has nearly 2,000 fans.

EVENT BROCHURES

Brochures are mailed to approximately 10,000 households which have participated in an event in the past 18 months. A total of 25,000 brochures (bearing sponsor logos) will be printed. Entry forms are also distributed to thousands of runners and walkers at events preceding the Davis Stampede, as well as in local retail establishments, including shoe stores, health clubs, coffee shops, etc.

VISIT US: changeofpace.com

LIKE US: facebook.com/changeofpacedavis
facebook.com/davisstampede

WATCH US: youtube.com/user/acopfoundation



2012 DAVIS STAMPEDE

EXHIBITOR BOOTHS



DATE, TIME & PLACE

Date: Sunday, February 5, 2012
 Set up: 6-7AM • Event Concludes: 12:00 Noon
 Location: Central Park in Downtown Davis
 Corner of Third and C Streets, 95616

DISTANCES

Half Marathon • 10K • 5K • Kid's Fun Runs

EXPECTED ATTENDANCE

Half Marathon: 1,500 • 5K/10K: 2500 • Kid's Run: 200
 Males: 45% Females: 55%
 Spectators and Volunteers: 2,500
 Total Attendance: 7,000

EXHIBITOR BOOTHS

Participating in a grassroots event such as the Davis Stampede provides your company with exposure to a health-oriented demographic, ranging in ages 1 to 80+ years. Marketing for the event spans the entire Northern California region, including 40,000 impressions via printed materials and est. 250,000/month via the internet. A booth at the event provides you with the opportunity to interact with potential customers in a one-on-one situation, answering questions and explaining your product and/or services. Runners/walkers are notoriously loyal to community event sponsors. All sponsorships are 100% tax deductible; the A Change of Pace Foundation is a 501(c)3 Non-Profit Organization; Tax ID: 20-5954857. Proceeds from the event benefit our after-school youth fitness programs.

FOR MORE INFORMATION

Contact: Jeannine Henderson
 jeannine@changeofpace.com
 (530) 757-2012 ext. 12

VENDOR OPPORTUNITIES

BOOTH AT EVENT • \$150

- One 10'x10' booth in our post-race expo.
 - Includes one 8' table & two chairs
 - Set Up: 6:00 - 7:00 AM
 - Event concludes at approx. Noon
 - If sampling product, please prepare for a minimum of 4,000 samples.

RESERVE YOUR SPACE

- Booths can be reserved and purchased online at: <https://acop.webconnex.com/DS-booth>
- Payments via company check are accepted. Fill out the form to the right and submit along with payment payable to A Change of Pace Foundation.

2012 DAVIS STAMPEDE • BOOTH RESERVATION

Booths can be reserved and purchased online at: <https://acop.webconnex.com/DS-booth>. Use this form to reserve booth if paying with company check.

Company Name: _____

Contact Person: _____

E-mail Address: _____

Phone: (_____) _____ Will you have items for sale: No Yes (must have seller's permit)

Please describe what you will be sampling/distributing at your booth: _____

Enclose payment for \$150.00 payable to A Change of Pace Foundation
 Remit to: 1260 Lake Blvd., #245, Davis, CA 95616

Booth Reservation Deadline: July 12, 2011