



The Palmetto Relay (<http://www.palmetto200.com>) is a 200-mile running relay event that starts just outside of Columbia and runs across the back roads of eastern South Carolina to finish just outside of Charleston. The course is split into 36 legs and teams of 4-12 runners cover the 200 miles. For a 12-person team, each runner runs about 15-18 miles over a 24-hour period (suggested training is for a half marathon).

- 1600-2000 runners expected mostly from South Carolina and North Carolina. 65% from SC with 40% of those coming from the Columbia area and another 40% coming from the Charleston area. The male/female percentages are about 55/45.
- Runners are of all different skill levels – teams average a 10:30 min/mile pace down to 6:00/7:00 min/mile. However, all runners are at least capable of running a half marathon.
- Participants are immersed in this event for 36-48 hours (if not longer) which gives a very focused audience to all sponsors
- Over 3700 Facebook Fans
- Over 7000 Newsletter Recipients
- Over 5500 website hits per month for the 6 months leading up to the race

Sponsorship options available

- Website – logo placed in the image slideshow on the home page
- 2" x 2" logo on back of Shirt
- Single sponsor option available for front of shirt
- Leg Maps – the race has 36 legs and each runner looks at their leg maps multiple times before and during the race. There are 4 spaces available for the leg maps. Map locations are 1.5" x 7.5" banner across the footer of the map.
- Newsletter – 2"x 2" logo place in newsletters (sent out monthly) and all team captain and volunteer e-mails leading up to the race (10+ e-mails).
- Banner at start and/or finish (provided by sponsor)
- 1 monthly post on Facebook
- Title – Palmetto Relay Presented By 'Your business here'.

Sponsorship Levels

- **Bronze (\$750)** – Logo on shirt back and Website
- **Silver (\$1500)** – All of Bronze plus Newsletter, and 50% off one Team Registration
- **Gold (\$3000)** – All of Silver (except 50% off) plus Facebook posts, Banner at Start and/or Finish, 100% off one Team Registration, and banner across top of leg maps (minimum of 9 leg maps and limited to first 4 Gold sponsors)
- **Title (\$5000)**– only 1 available – All of Gold plus front of shirt and 'Presented By'