

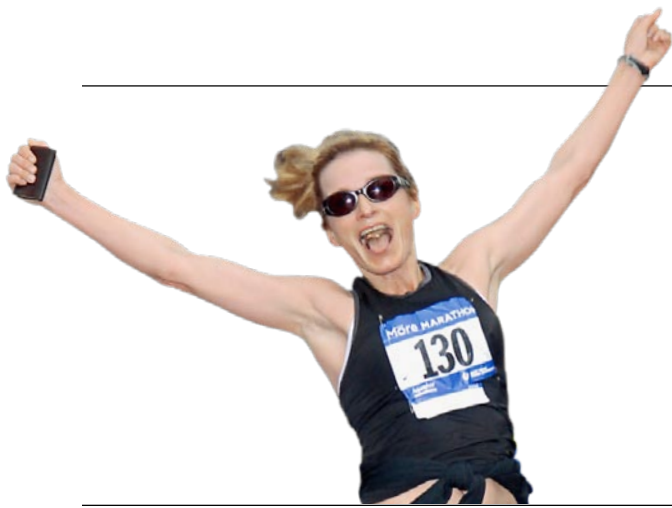


MAGAZINE **More** | fitness Mind, Body + Spirit
MARATHON
+ HALF-MARATHON
SIXTH ANNUAL



#1 women-only run in NYC **4.26.09**

2009



MAGAZINE **More** | fitness Mind, Body + Spirit

MARATHON

+ HALF-MARATHON

SIXTH ANNUAL

Over 10,000 women from around the country and the world will participate in this inspirational women-only, three-day event.

NEW YORK CITY, APRIL 2009

Health + Wellness Expo April 24 & 25

Race Day April 26

Produced by New York Road Runners



SPONSOR/ADVERTISER OPPORTUNITIES IN-BOOK VISIBILITY

Sponsor logo exposure on promotional ads in **More** Magazine and **fitness** Magazine in Feb – May, plus *New York Runner* Magazine and other publications and websites geared towards runners

Logo inclusion on a program recap advertorial in **More** and **fitness**

Over 63 million total audience impressions

ONLINE BRANDING

Logo and link will be included on event information pages found on More.com, fitnessmagazine.com, NYRR.org, MoreMustHaves.com and fitfeatures.com.

Email blasts with sponsor logos and links will be sent to approximately **700,000 women** to promote the event

Email newsletter updates will include sponsor mentions

ON-SITE EXPOSURE

Booth at two-day pre-race Health + Wellness Expo

Tent in Central Park on Race Day

Logo exposure on high-impact signage

Logo exposure on 10,000 race t-shirts and runners' bibs

Sampling in over 10,000 gift bags

Session sponsorship at Health + Wellness Expo

Sponsor prizes included in winner prize package

PR

Held in New York, the #1 press market

Sponsor inclusion in extensive PR campaign

The 2008 event captured nearly **200 million media impressions** including coverage on *Today*, *CBS Early Show* and in *The New York Times*

CUSTOM SPONSOR INTEGRATION OPPORTUNITIES

Pace car and car display

Race day massage or stretching tent

Finisher food bag sampling

Branding on thunder sticks or "Go Cards" to cheer on runners

Logo inclusion on mylar blankets given to every runner post-race

Direct mail sponsorship

Opt in at registration for custom opportunities

For additional information, contact your More or Fitness representative.

Advertiser/Sponsor benefits pending final paging and sponsorship commitment.