

2010 Mellew Productions, Inc. Sponsorship Opportunities



You may be accessing sponsorship with one particular event in mind. However your real sponsorship value lies in being involved throughout the calendar year by sponsorship with the Mellew events as a body of work. You will pay nearly as much for one event as the group.

Mellew Productions has been in business in the North Texas area for over 10 years. We have produced over 100 events through 2009. Our marketing and event production process reaches well over one half million people on an annual basis.

Partner with Mellew Productions to reach specific demographics that will benefit your business.

To discuss in detail we ask you fill out the last page on this document and send to us at lewis.george@mellew.com or call us at 972-235-2513.

www.mellew.com

The Events - Dallas, Texas



[The Texas Half](http://www.texashalf.com) – www.texashalf.com

January 30, 2010 – White Rock Lake - Dallas, Texas

- 10,000 brochures – 1,500 T-shirts
- 30,000+ unique visitors to web site annually
- 1,500 entrants – 500 spectators
- Attendees – 53% female; 48% male

Major Sponsors Run-On - New Balance – Tom Thumb

[Lady of the Lake Relays](http://www.ladyofthelakerelays.com) – www.ladyofthelakerelays.com

March 6, 2010 – White Rock Lake - Dallas, Texas

- An 18-mile relay team only event
- 10,000 brochures - 1000 shirts
- 15,000 unique visitors to web site annually
- 1,000 entrants – 500 spectators expected
- Attendees – 56% Female – 44% male

Major sponsors –Run-On



[The Big D Texas Marathon](http://www.texasmarathon.com) – www.texasmarathon.com

April 11, 2010 – Fair Park – Dallas, Texas

- Nationally marketed marathon
- 25,000 brochures - 3,000 T-shirts
- 100,000+ unique visitors to web site annually
- 3000 entrants – 2,000 spectators
- Attendees – 53% Female – 47% Male

Major Sponsors – Run-On – New Balance

[The Mom Run](http://www.themomrun.com) - www.themomrun.com

May 8, 2010 – Parker Square - Flower Mound, Texas

- 10,000 brochures - 1500 T-shirts
- 15,000 unique visitors to web site
- 500+ entrants – 500+ spectators
- Attendees – 66% female – 34% Male



The Events - Dallas, Texas

Dad Fest, The Dad's Day 5k & Father's Day Festival - www.dadfest.com

June 12, 2010 – Richardson, Texas

- 25,000 brochures – 10,000 in 80+ Tom Thumb stores on cash registers
- 1000 entrants – 1000 spectators - 2500+ T-shirts
- Attendees – 34% Female – 66% Male
- 25,000+ unique visitors to web site annually

Major Sponsors – North Texas Ford Dealers - Presbyterian Healthcare System – Tom Thumb - WBAP - Radio Disney – Gatorade



The Hottest Half - www.hottesthalf.com

August 15, 2010 – Winfrey Point – White Rock Lake – Dallas, Texas

- 15,000 brochures
- 1500 entrants – 500 spectators – 1500+ shirts
- 50,000+ unique visitors to web site annually

The Vineyard Run - www.vineyardrun.com

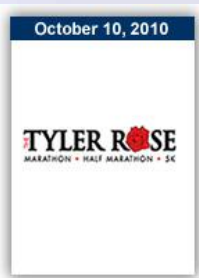
October 2, 2010 – Delaney Vineyards – Grapevine, Texas

- 20,000 brochures
- 1,500 entrants + 500 guests - 1500 T-shirts
- Attendees – 57% Female – 43% Male
- 20,000+ unique visitors to web site annually

Major sponsor – Delaney Vineyards – Hands on Health – Run-On



The Events – Tyler, Texas



[The Tyler Rose](http://www.tylermarathon.com) - www.tylermarathon.com

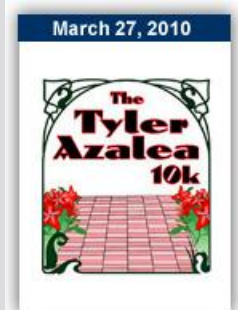
October 10, 2010 – Heart of Tyler – Tyler, Texas

- 10,000 brochures
- 2,500+ T-shirts
- 30,000 unique visitors annually to web
- 2,500+ entrants
- Attendees – 51% Female – 49% Male
- Supported by the City of Tyler, Media coverage and marketing to be extensive

[The Tyler Azalea 10k](http://www.tylerazalea10k.com) - www.tylerazalea10k.com

March 27, 2010 – Tyler Texas

- 10,000 brochures - 1500 T-shirts
- 30,000 unique visitors to web site annually
- 1500 entrants – 1000 spectators
- Attendees – 45% female – 55% Male
- Front page Sunday News coverage



Charities Supported

Over \$100,000.00 raised and donated to the following causes

- Prostate Cancer through the Urology Research & Education Foundation
- Leukemia Team in Training
- Run for Diabetes
- School and Church teams
- Children's Village

Total Exposure

- 125,000 brochures
- 15,000 T-shirts
- 300,000+ unique web site visitors
- Event attendance 12,000 to 15,000
- Media impressions in excess of 400,000 people
- Over 15,000 people accessed by email during the event process

The Coverage

Radio

- WBAP
- Radio Disney

Television

- CBS Channel 11

Newspaper/Magazines

- Competitor
- Oklahoma Sports & Fitness Magazine
- Runner's World

Web Sites

- 11 web sites networked together
- 500,000 unique visitors yearly
- 70% of entrants enter through web sites
- Linked from major sponsor websites

Brochures

- 125,000+ professional brochures to be distributed in 2010

Email

- Controlled email program that reaches over 15,000 participants without spam.
- Current email list in excess of 10,000

Posters

- Over 1,000 posters prominently displayed in retail and business outlets.

Banners & Billboards

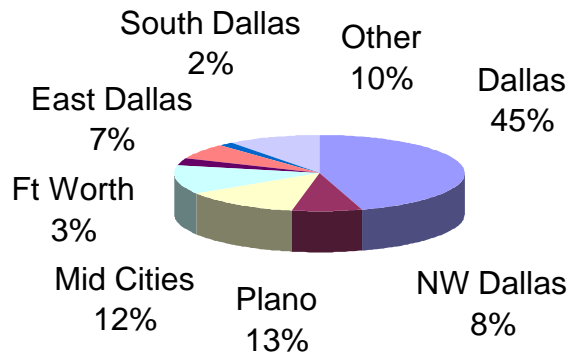
- 50 + displayed on major streets and highways

Our Customers

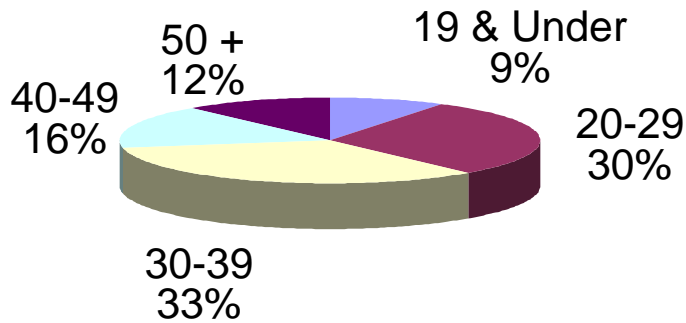
- Over 90% of our entrants are computer competent with 60% of all entries either registering online or by printing entry from the event web site.
- Over 60% of entrants provide a current email address. Mellow Productions currently has an active master email list of over 10,000 people! We have a planned program that reaches these customers without creating the sense of bombardment. We have tracked responses from previous emails. 95% of good addresses are read with 40% getting reactions of some kind.
- Of those over 25, 75% have gone to college or have a degree.
- Although it varies from event to event, only 15% of those that attended the past year, return the next year. You are always reaching new people.
- Our mail lists are only kept on a year-to-year basis. We only mail to those that have attended our events in the last 12 months
- There are 2.6 million runners in the state of Texas and three times that many that walks frequently. We feel our market is unlimited. For every entrant there will be three that visit us. Many thousands come to watch also.
- According to our research, most attendees come in social groups. We have the research that tells us how people find us. That is why we market extensively in all area corporations and groups.
- Less than 8% of attendees participate in more than one of the listed events.

Demographics

Geographical



Gender



Age Group

