



**Saturday April 26, 2014**  
**Academy Street**  
**Downtown Cary, NC**  
**Pits open at 6:30am**  
**Bed Parade at 8:30am**  
**Races start at 9am**  
**Rain or Shine!**

## Sponsorship Opportunities

### \$5000 “King Size” Sponsorship

- Exclusive sponsorship level: King Size sponsorship will be limited to one business or organization, guaranteeing optimum exposure and recognition
- Naming rights to the event (e.g., The Caring Community Foundation's Breakfast in Bed Race, sponsored by (YOUR NAME HERE))
- Prominent mention on website, print, television and radio marketing, event tee-shirts, and regular social media announcements
- Prominent display of sponsor's logo on banners and all other event signage
- Opportunity to enter a company team with waived registration fees
- Opportunity to distribute information or promotional materials at the event, pending approval of Town of Cary ordinances
- Sponsor or designee to serve as Official Race Starter

### \$3000 “Queen Size” Sponsorship

- Sponsor's logo on website, print and social media
- Sponsor's name and/or logo on event tee-shirts, banners and other signage
- Opportunity to enter a company team with waived registration fees
- Opportunity to distribute information or promotional materials at the event, pending approval of Town of Cary ordinances

### \$1000 “Twin Size” Sponsorship

- Sponsor's logo on website and event tee-shirts
- Opportunity to enter a company team with waived registration fees
- Opportunity to distribute information or promotional materials at the event, pending approval of Town of Cary ordinances