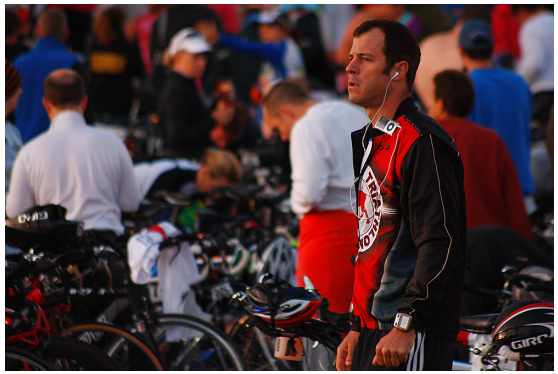

SCORETHIS!!! {HEALTH & WELLNESS SPONSORSHIP (Single Event)}

A Race Production & Management Company

Welcome!!!

Score This!!! is one of the largest race production companies in the Northeast and has been producing running and triathlon events for over 16 years. With over 12,000 registrations each year, Score This!!! offers many unique partnership opportunities for businesses of all sizes interested in targeting this high caliber group of athletes and spectators.

The Coveted Triathlete Demographic

- 81% 18-49 age demo
- Largest age groups: 30-39 & 40-44
- Median age: 38
- 59.6% male - 39.5% female
- 98% have attended college
- 67% are business & community leaders between 30 & 50 years old
- 45% have a post-grad. degree
- Average HHI: $126,000
- 93% gave purchasing advice in the past year to an average of 12 people

Spending (discretionary income):

- 50% of dollars spent on bikes & bike equipment
- 17% of dollars spent on race entry fees
- 8% of dollars on fitness clothing
- 11% of dollars on athletic shoes
- $2,274 spent on bikes in past 12 mos.
- $277 spent on nutritional supplements

Sponsorship Offerings

Score This!!! offers a wide range of sponsorship packages to best fit your needs and budget. Position your brand in front of thousands of participants and spectators of one of the fastest growing sports in the world through at-event marketing elements, various media outlets including print, web and e-mail advertising and even direct communication with these athletes.

Health & Wellness

Score This!!! is interested in partnering with Health & Wellness Sponsors who will like to provide complimentary services & consults to the athletes on race day. This is a great way for companies in the field of Sports Medicine, Orthopaedics, Chiropractic, and Massage Therapy, for example, to market it's practice to potential new customers. Since your services would be offered to athletes at the event, we would like to extend a 50% discount for this package.

Sponsorship Benefits

- Inclusion in pre-event emails to participants
- Logo & weblink on Score This!!! website
- At-event marketing space
- Banner Rights
- Packet Pick Up Rights
- PA Announcements

Some people dream of success while others wake up and achieve it.

Community Involvement

Score This!!! is involved with many different local and regional charities like Girl Scouts of America, Yates County American Red Cross, and many local fire departments and police departments.

For more information call 716-940-6294 or log on to www.score-this.com