



## **34<sup>th</sup> Annual Kaiser Permanente Napa Valley Marathon Sunday, March 4, 2012 “Paperless” Goody Bag Program**

The 34<sup>th</sup> annual running of the **Napa Valley Marathon** sponsored by Kaiser Permanente Healthcare will be March 4, 2012. The event starts in Calistoga and winds its way down the scenic Silverado Trail past vineyards and fields of brilliant mustard to the finish line at Vintage High School in north Napa.

Runners World Magazine has chosen the Napa Valley Marathon as one of the top twenty marathons in the country. In addition, the Napa Valley Marathon is the Road Runners Club of America's Western Regional Marathon Championship race, as well as a qualifier for the Boston Marathon.

The field is limited to the first 2,500 runners and has sold out for the past nine years. The participants bring with them an average of 2.7 people, most of whom will visit the two-day sports and fitness Expo on Friday and Saturday March 2 & 3, 2012 at the Napa Valley Marriott Hotel and Spa. These participants maintain a high interest in health and fitness products from companies such as yours.

All entrants receive a high-quality zippered duffle bag or backpack designed specifically for the Marathon. The bags will be filled with product samples from businesses and organizations such as yours. In return, participating organizations will receive recognition on our website and during race weekend at the Sports and Fitness Expo at the Napa Valley Marriott Hotel and Spa. We will put a link to your business and acknowledge your product on our website.

We are requesting that you consider providing **2,500 samples** to be included in the duffle bag. There is no charge to include samples. Also your product information will be included in our “Paperless Goodie Bag” program at no charge.

Companies that are unable to donate product but want to include product information or race information in our new “Paperless Goodie Bag” may do so for **\$150** per product (two pages maximum).

### **Paperless Goody Bags Provide Virtual Marketing Alternative**

The thousands of handouts and literature traditionally given to race participants will now find their home in a virtual environment for the upcoming Napa Valley Marathon.

The Paperless goody bags, are a marketing opportunity for sponsors and other interested vendors, and will contain multiple brochures and coupons accessible through the Napa Valley Marathon website. For a full month prior to the March 4<sup>th</sup> event, each item in the goody bag will be linked to either company websites or larger versions of the literature. The virtual goodie bag will also be direct e-mailed to 2,500 + registered participants and a link to it will be provided on all Marathon emails, thus providing multiple touch points for the program.

September 15, 2011

We're excited to announce the introduction of a new marketing concept and opportunity for our race. In our efforts to become a 'paperless' event, we have decided to alter our traditional goody bag program by offering an **enhanced method of distributing your materials and product to those that are most interested.**

This online-based program has many positive aspects. It will:

- Reduce printing and shipping costs to our vendors
- Increase the number of views for each piece through a six week distribution program
- Increase the audience size by making the Paperless Goody Bags viewable to our entire website audience
- Reduce paper materials at our event

### **Here's how it works:**

Provide us with a PDF version of your flyer, brochure or coupon (2 pages maximum) **NO LATER THAN December 31, 2011**

We will either link to your website, or enlarge the brochure/coupon for printing

We will promote your information or offering in the following ways:

- Six and four weeks prior to the event, e-mails will be sent to all registered runners promoting this program. During race week, the e-mail will be sent to all registered runners.
- Promote the Virtual Goody Bag in any additional pre and post race emails after the initial distribution
- Provide either a direct link to the vendor website (a specific page can be designated such as an event registration page link), or enlarge the offer to produce a printable coupon.
- Post the Virtual Goody Bag on the Official Napa Valley Marathon website allowing for exposure to a greater audience that includes not only race participants, but fans and other interested parties. The full promotional period is approximately January 15 through March 4, 2012.

Proceeds from the race are distributed to charitable organizations and schools throughout the Napa Valley. The Napa Valley Marathon web site is [www.napavalley marathon.org](http://www.napavalley marathon.org). I encourage you to visit our website in order to find out more about the Napa Valley Marathon.

Thank you for your time and consideration. Please call me if you have any questions or concerns.

Very truly yours,

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The Napa Valley Marathon is a **non-profit organization; tax ID# 68-0147558**