

Sponsor Recognition in RaceJoy!

Reach a highly engaged audience beyond just race day!

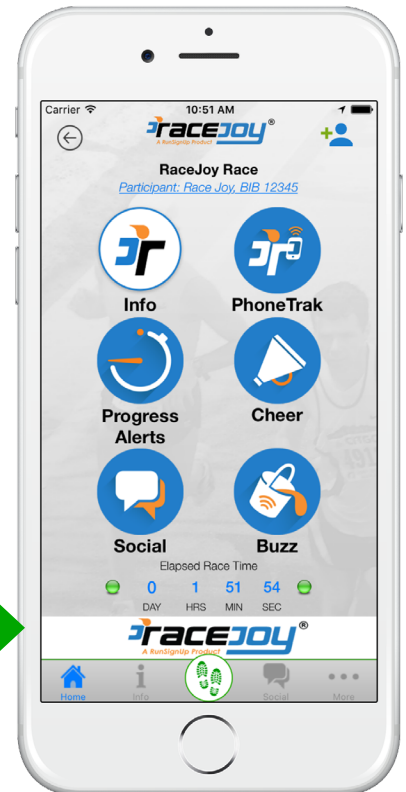
RaceJoy: Mobile Race Experiences

Promotion Opportunities

- Unlimited linkable banner ads
- Customizable GPS-based progress alerts
- Branding and custom message for participants' Facebook and Twitter posts

**Be recognized as a RaceJoy sponsor!
Offer free live tracking and cheers!**

Main Page
Banner Ad



**In-app advertising is one of the most powerful marketing tools today.
More effective than print, television and radio.**

Real-time, Interactive Social Experience

Translates to a Highly Engaged Audience

- Accessed repeatedly in the months leading up to race day, on race day and after the race.
- Expand your visibility by reaching onsite participants and spectators, and remote spectators across the nation and around the world.

**Create
thousands of
impression
moments and
priceless value
for your brand!**

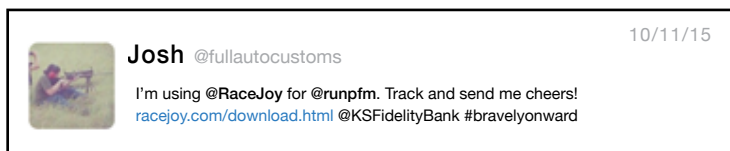
RaceJoy General Sponsorship Placements

Powerfully promote your brand through RaceJoy

With RaceJoy	Sponsor Promotion	Description
✓	Main Navigation Rotating Banner Ads	Unlimited linkable rotating banner ads on the race's main navigation page. The most visited and visible page in RaceJoy.
✓	GPS Progress Alerts: In-App Notifications	Be recognized for providing RaceJoy's GPS alerts. Each in-app notification can include a custom message, providing valuable branding promotion. The alerts are sent typically at every mile translating to thousands of alerts showcasing the sponsor or race.
✓	Facebook Promotion	Postings enable you to broaden your reach to the participants' friends and family members. You can use a joint Race/Sponsor logo to visually promote the sponsor and race at the same time or a single race logo to focus on race promotion. Custom content is also included.
✓	Twitter Promotion	Each progress alert or user posting to Twitter enables you to promote your brand to the participants' followers.



Download RaceJoy and explore the many promotion opportunities



With RaceJoy, sponsors can be prominently recognized for offering RaceJoy's live phone tracking and cheers. In-app advertising in RaceJoy means you are able to powerfully promote your brand by reaching a highly engaged target market of runners, walkers, triathletes and their spectators. The interactive tools within RaceJoy draw triathletes, runners, cyclists and their supporting friends and family in and ensure you receive maximum exposure.

You can also be recognized with RaceJoy's custom GPS alerts at every mile, Facebook and Twitter postings – creating thousands of impression moments and a significant value for the sponsor.