SPONSORSHIP OPPORTUNITIES

18th ANNUAL PAT’S RUN

APRIL 23, 2022
Together again in-person in Tempe, Arizona and virtually around the world | www.patsrun.org
Tillman Scholars are military veterans and spouses with a high potential for impact. They served their country and believe that their best years of service are ahead of them, with a commitment to strengthening communities at home and around the world. The tenets of the Tillman Scholar Program are:

### THE TILLMAN SCHOLARS

<table>
<thead>
<tr>
<th>SCHOLARSHIPS</th>
<th>Global Community</th>
<th>Leadership Development</th>
</tr>
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<tbody>
<tr>
<td>Annual funding for academic expenses, including tuition, books, and living expenses.</td>
<td>Access to a community of high-performing peers, mentors and industry leaders.</td>
<td>Opportunities to advance knowledge, skills, and experience.</td>
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### SCHOLARSHIPS

- **SCHOLARSHIP**
  - A lifelong learner, passionate about intellectual growth.

### HUMBLE LEADERSHIP

- **HUMBLE LEADERSHIP**
  - Selflessly committed to leading by example.

### IMPACT

- **IMPACT**
  - Determined to unite others and advance ideas that change the world.

### THE TILLMAN SCHOLARS

- **MISSION**
  - Our mission is to **unite and empower remarkable military veterans and spouses** as the next generation of public and private sector leaders committed to service beyond self.

### SCHOLARSHIPS

- **SCHOLARSHIPS**
  - Annual funding for academic expenses, including tuition, books, and living expenses.

### GLOBAL COMMUNITY

- **GLOBAL COMMUNITY**
  - Access to a community of high-performing peers, mentors and industry leaders.

### LEADERSHIP DEVELOPMENT

- **LEADERSHIP DEVELOPMENT**
  - Opportunities to advance knowledge, skills, and experience.

### INVESTED IN ACADEMIC SUPPORT TO DATE

- **$22+ MILLION**

### TILLMAN SCHOLARS IN OUR NETWORK

- **754**

### PAT TILLMAN FOUNDATION

Tillman Scholars are military veterans and spouses with a high potential for impact. They served their country and believe that their best years of service are ahead of them, with a commitment to strengthening communities at home and around the world. The tenets of the Tillman Scholar Program are:
ABOUT PAT’S RUN
Pat’s Run is the signature fundraising event of the Pat Tillman Foundation. All net proceeds invest directly in our mission and Tillman Scholars. Pat’s Run is a 4.2 Mile road race started in 2005 to honor Pat Tillman’s sacrifice, life, and legacy. Participation continues to grow and sell out each year with 28,000 walkers and runners crossing the finish line on the field inside Sun Devil Stadium and virtually around the world.

CELEBRATE WITH US AND SUPPORT OUR COMMUNITY
We invite you to participate, donate, sponsor, and support in all of the ways that are meaningful to you. Pat never stopped listening to that tenacious inner voice that pushed him forward; you are a crucial partner in carrying on his legacy through our Tillman Scholars.

We are planning for an in-person live event with the City of Tempe and Arizona State University. You can pledge your sponsorship commitment with confidence knowing your support includes benefits for your employees, your organization, and our community. We offer ultimate sponsorship fulfillment flexibility with diverse and comprehensive sponsorship packages. Check out the impactful opportunities below and let us know how we can partner with you!

SPONSORSHIP SUPPORT OPTIONS INCLUDE:
- Community Impact and Charitable Outreach Fulfillment
- Marketing Activation and Brand Presence
- Group Hospitality and Exclusive VIP Experiences
- Employee Team Building, Wellness, and Volunteer Initiatives
- Employee Registration and Participation Support
PAT’S RUN DEMOGRAPHICS

**Gender**
- 49% Female
- 51% Male

**Age**
- 26% 50-64
- 27% 40-49
- 24% 30-39
- 12% 18-29
- 6% 65+
- 5% <18

ARIZONA OUTREACH (22,373)
- 53% Male
- 47% Female

2019 PAT’S RUN PARTICIPATION BY THE NUMBERS

<table>
<thead>
<tr>
<th>4.2 MILE RACE PARTICIPANTS</th>
<th>KID’S RUN PARTICIPANTS</th>
<th>VOLUNTEERS</th>
<th>SPECTATORS</th>
<th>HONOR RUNNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>28,000</td>
<td>1,600</td>
<td>1,624</td>
<td>2,000</td>
<td>4,684</td>
</tr>
</tbody>
</table>

Honor Runs are casual, family-friendly, in-person versions of Pat’s Run hosted by the ASU Alumni Association in these cities.

PAST HONOR RUN CITIES

- Atlanta, GA
- Austin, TX
- Baltimore, MD
- Boise, ID
- Boston, MA
- Charleston, SC
- Charlotte, NC
- Chicago, IL
- Colorado Springs, CO
- Columbus, OH
- Dallas-Fort Worth, TX
- Denver, CO
- Detroit, MI
- Flagstaff, AZ
- Houston, TX
- Indianapolis, IN
- Las Vegas, NV
- Los Angeles, CA
- Madison, WI
- Miami, FL
- Newport Beach, CA
- Honolulu, HI
- New York, NY
- Oklahoma City, OK
- Omaha, NE
- Philadelphia, PA
- Portland, OR
- Salt Lake City, UT
- San Antonio, TX
- San Diego, CA
- San Francisco, CA
- San Jose, CA
- Seattle, WA
- South Jersey
- Spokane, WA
- St. Louis, MO
- Tucson, AZ
- Twin Cities, MN
- Washington, DC

Hosted in partnership with

ASU Alumni Association
BRAND MARKETING AND MEDIA OUTREACH PROMOTING OUR PARTNERS

Partners like you can be a part of our multichannel Pat’s Run marketing and media campaign. In addition to highlighting the growth of the foundation and the impact of the Tillman Scholars, we are committed to showcasing the generous support of our race sponsors and participants. Partners receive invaluable media exposure for their brands in front of a national network of supporters who care deeply about empowering our nation’s veterans, military families, and the greater community.

MEDI A PARTNERS

Arizona’s Family

azfamily.com

OUTREACH

Facebook

100,208

Twitter

19,100

Instagram

27,400

Email

150,000+

ANNUAL WEB TRAFFIC ptf.org

85% NEW VISITOR

USDERS

420K

PAGEVIEWS

2M

AVG TIME

2:48 min.

15% RETURNING VISITOR

WEB TRAFFIC

100,208

19,100

27,400

150,000+
### Partner Benefits and Opportunities

#### $75,000 Presenting

- Exclusive logo placement (front) on all 34,000 Pat’s Run race shirts
- Exclusive logo placement with Pat’s Run logo in all race materials
- Exclusive logo and name inclusion in television media partner promotions and race coverage
- Speaking opportunity for company representative on race day
- Volunteer group opportunity of choice
- Three dedicated individual social media posts
- Start line banners (4), finish line banners (4) (you produce)
- 20 x 20 expo space (premier location) race day expo
- Verbal announcement recognition at finish line
- Registration platform logo placement (RunSignUp)
- Race app logo placement
- Logo/video recognition on video screens
- Logo recognition on race poster
- Full page ad in official race program
- Logo recognition in all Pat’s Run emails (list of 180,000+)
- Logo recognition on Pat Tillman Foundation website
- Logo placement in Arizona Republic Thank You Ad
- Complimentary race entries: 40
- Race day hospitality tent passes: 20
- Kickoff Reception invitations: 20

#### $42,000 Platinum

- Exclusive logo placement (sleeve) on all 34,000 Pat’s Run race shirts
- Volunteer group opportunity of choice.
- Two dedicated individual social media posts
- Start line banners (3), finish line banners (3) (you produce)
- Race Day Hospitality Tent signage opportunities
- 20 x 20 expo space at race day expo
- Verbal announcement recognition at finish line
- Registration platform logo placement (RunSignUp)
- Race app logo placement
- Logo/video recognition on video screens
- Logo recognition on race poster
- Full page ad in official race program
- Logo recognition in all Pat’s Run emails (list of 180,000+)
- Logo recognition on Pat Tillman Foundation website
- Logo placement in Arizona Republic Thank You Ad
- Complimentary race entries: 25
- Race day hospitality tent passes: 10
- Kickoff Reception invitations: 10

#### $30,000 Gold

- Logo placement (top tier) on back of all 34,000 Pat’s Run race shirts
- Exclusive opportunity to volunteer and host an aid station on the course with exclusive branding and signage opportunities
- Volunteer group opportunities priority
- Two dedicated individual social media posts
- Start line banners (3), finish line banners (3) (you produce)
- 20x20 expo space at race day expo
- Verbal announcement recognition at finish line
- Registration platform logo placement (RunSignUp)
- Race app logo placement
- Logo/video recognition on video screens
- Logo recognition on race poster
- Half page ad in official race program
- Logo recognition in all Pat’s Run emails (list of 180,000+)
- Logo recognition on Pat Tillman Foundation website
- Logo placement in Arizona Republic Thank You Ad
- Complimentary race entries: 20
- Race day hospitality tent passes: 10
- Kickoff Reception invitations: 10

#### $20,000 Silver

- Logo placement on back of all 34,000 Pat’s Run race shirts
- One dedicated individual social media posts
- Start line banners (2), finish line banners (2) (you produce)
- 10x10 expo space at race day expo
- Verbal announcement recognition at finish line
- Registration platform logo placement (RunSignUp)
- Race app logo placement
- Logo/video recognition on video screens
- Logo recognition on race poster
- Quarter page ad in official race program
- Logo recognition in all Pat’s Run emails (list of 180,000+)
- Logo recognition on Pat Tillman Foundation website
- Logo placement in Arizona Republic Thank You Ad
- Complimentary race entries: 15
- Race day hospitality tent passes: 6
- Kickoff Reception invitations: 6

#### $10,000 Bronze

- Partner group social media post
- Start line banners (1), finish line banners (1) (you produce)
- 10x10 expo space in race day expo
- Verbal announcement recognition at finish line
- Registration platform logo placement (RunSignUp)
- Logo/video recognition on video screens
- Quarter page ad in official race program
- Logo recognition on Pat Tillman Foundation website
- Logo placement in Arizona Republic Thank You Ad
- Complimentary race entries: 10
- Race day hospitality tent passes: 4
- Kickoff Reception invitations: 4

#### $25,000 In-Kind Leader

- Logo placement on back of all 34,000 Pat’s Run race shirts
- Partner group social media post
- Start line banners (2), finish line banners (2) (you produce)
- 10 x 10 expo space at race day expo
- Verbal announcement recognition at finish line
- Registration platform logo placement (RunSignUp)
- Logo/video recognition on video screens
- Logo recognition on race poster
- Half page ad in official race program
- Logo recognition in all Pat’s Run emails (list of 180,000+)
- Logo recognition on Pat Tillman Foundation website
- Logo placement in Arizona Republic Thank You Ad
- Complimentary race entries: 15
- Race day hospitality tent passes: 6
- Kickoff Reception invitations: 6

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**PAT TILLMAN FOUNDATION**
$20,000 | MEDAL One (1) Available
- Exclusive logo featured on 28,000 race medal ribbons
- Partner group social media post
- Start line banners (11, finish line banners (1) (you produce)
- 10 x 10 expo space at race day expo
- Verbal announcement recognition at finish line
- Registration platform logo placement (RunSignUp)
- Quarter page ad in official race program
- Logo recognition on video screens
- Logo recognition on Pat Tillman Foundation website
- Logo placement in Arizona Republic Thank You Ad
- Complimentary race entries: 6
- Race day hospitality tent passes: 2
- VIP Reception invitations: 2

$15,000 | BIB One (1) Available
- Exclusive logo featured on 28,000 race bibs
- Partner group social media post
- Start line banners (11, finish line banners (1) (you produce)
- 10 x 10 expo space at race day expo
- Verbal announcement recognition at finish line
- Registration platform logo placement (RunSignUp)
- Quarter page ad in official race program
- Logo/video recognition on video screens
- Logo recognition on Pat Tillman Foundation website
- Logo placement in Arizona Republic Thank You Ad
- Complimentary race entries: 6
- Race day hospitality tent passes: 2
- Kickoff Reception invitations: 2

$10,000 | VOLUNTEER One (1) Available
- Exclusive logo on all volunteer race crew t-shirts (2,500)
- Name and logo on all race communications for volunteer race crew
- Partner group social media post
- Start line banners (11, finish line banners (1) (you produce)
- 10 x 10 expo space at race day expo
- Verbal announcement recognition at finish line
- Registration platform logo placement (RunSignUp)
- Quarter page ad in official race program
- Logo/video recognition on video screens
- Logo recognition on Pat Tillman Foundation website
- Logo placement in Arizona Republic Thank You Ad
- Complimentary race entries: 6
- Race day hospitality tent passes: 2
- Kickoff Reception invitations: 2

$10,000 | KICKOFF RECEPTION One (1) Available
- Signage opportunities at VIP reception
- "Presented by" on all reception communications
- Partner group social media post
- Verbal announcement recognition at finish line
- Registration platform logo placement (RunSignUp)
- Giveaway opportunities during VIP Reception
- Logo/video recognition on video screens
- Logo recognition on Pat Tillman Foundation website
- Logo placement in Arizona Republic Thank You Ad
- Complimentary race entries: 6
- Race day hospitality tent passes: 2
- Kickoff Reception invitations: 2

$5,000 | RACE RESULTS One (1) Available
- Logo placement on all finisher certificates
- Name and logo on all race communications for race results
- Partner group social media post
- Start line banners (11, finish line banners (1) (you produce)
- 10 x 10 expo space at race day expo
- Verbal announcement recognition at finish line
- Registration platform logo placement (RunSignUp)
- Logo/video recognition on video screens
- Logo recognition on Pat Tillman Foundation website
- Logo placement in Arizona Republic Thank You Ad
- Complimentary race entries: 6
- Race day hospitality tent passes: 2
- Kickoff reception invitations: 2

$5,000 | CORRAL ROW Four (4) Available
- Logo placement on row of seven corrals
- Opportunity to place up to 7 additional total banners on corral row
- Name recognition announcement at start line for corral row
- Complimentary race entries: 4

$2,500 | MILE MARKER Four (4) Available
- Logo placement on one race route mile marker
- Opportunity to place additional signage at mile marker
- Complimentary race entries: 2

$3,000 | RACE DAY EXPO 20 x 20 BOOTH (We Provide Tent)

$2,000 | RACE DAY EXPO 20 x 20 BOOTH (You Provide Tent)

$1,500 | RACE DAY EXPO 10 x 10 BOOTH (We Provide Tent)

$1,000 | RACE DAY EXPO 10 x 10 BOOTH (You Provide Tent)

$1,500 | PACKET PICKUP 10 x 10 BOOTH (You Provide Tent)

$1,000 | PACKET PICKUP 10 x 10 BOOTH (You Provide Tent)

$1,000 | PHOTOGRAPHY One (1) Available
- Exclusive logo professional and registration platform uploaded photos
- Partner group social media post
- Start line banners (11, finish line banners (1) (you produce)
- 10 x 10 expo space at race day expo
- Verbal announcement recognition at finish line
- Registration platform logo placement (RunSignUp)
- Quarter page ad in official race program
- Logo/video recognition on video screens
- Logo recognition on Pat Tillman Foundation website
- Logo placement in Arizona Republic Thank You Ad
- Complimentary race entries: 10
- Race day hospitality tent passes: 4
- Kickoff Reception invitations: 4

$10,000 | AFTER PARTY One (1) Available
- Signage opportunities throughout After Party
- Logo placement on all communication promoting After Party
- Partner group social media post
- Name recognition announcement at finish line
- Registration platform logo placement (RunSignUp)
- Giveaway opportunities at After Party
- Logo/video recognition on video screens
- Logo recognition on Pat Tillman Foundation website
- Logo placement in Arizona Republic Thank You Ad
- Complimentary race entries: 6
- Race day hospitality tent passes: 2
- Kickoff Reception invitations: 2
2022 SPONSORSHIP COMMITMENT FORM

I/We support at the sponsorship level(s) marked below:

☐ Presenting Sponsor $75,000
☐ Platinum Sponsor $42,000
☐ Gold Sponsor $30,000
☐ Silver Sponsor $20,000
☐ Bronze Sponsor $10,000
☐ Kids Run Sponsor $20,000
☐ Medal Sponsor $20,000
☐ BIB Sponsor $15,000
☐ Photography $15,000
☐ Volunteer Sponsor $10,000
☐ Kickoff Reception Sponsor $10,000
☐ After Party Sponsor $10,000
☐ In-Kind Leader Sponsor $25,000
☐ Race Results Sponsor $5,000
☐ Corral Row Sponsor $5,000
☐ Mile Marker Sponsor $2,500
☐ Race Day Expo 20 x 20 Booth (We provide tent) $3,000
☐ Race Day Expo 20 x 20 Booth (You provide tent) $2,000
☐ Race Day Expo 10 x 10 Booth (We provide tent) $1,500
☐ Race Day Expo 10 x 10 Booth (You provide tent) $1,000
☐ Packet Pickup 10 x 10 Booth (We provide tent) $1,500
☐ Packet Pickup 10 x 10 Booth (You provide tent) $1,000

PAYMENT OPTIONS:

☐ Enclosed, please find a check made payable to the Pat Tillman Foundation (Mail checks to the address below)
☐ Please Invoice Me
☐ Please Contact Me About Other Payment Options

In order to appropriately recognize your sponsorship, please complete the information below:

COMPANY NAME ________________________________________________________________ SIGNATURE ________________________________________________________________

CONTACT NAME ______________________________________________________________ EMAIL _______________________________________________________________________

PHONE NUMBER ______________________________________________________________ DATE _______________________________________________________________________

COMPANY NAME (as you would like it to appear in sponsor materials) __________________________________________________________________________________________________

COMPANY ADDRESS _____________________________________________________________________________________________________________________________________________

CITY _______________________________________________________________________________ STATE ______________________  ZIP ____________________________________________

Contact person regarding marketing materials, logos, and promotional benefits:

NAME ______________________________________________________________________________ PHONE ______________________________________________________________________

EMAIL _____________________________________________________________________________________________________________________________________________________________

Please return this form to Christopher Cordes or complete sponsorship online at www.patsrun.org

EMAIL: ccordes@pattillmanfoundation.org | PHONE: (480) 216-1099 | Pat Tillman Foundation | PO Box 873702 | Tempe, AZ 85287-3702

The Pat Tillman Foundation is a 501(c)(3) nonprofit organization, tax id: 20-1072336