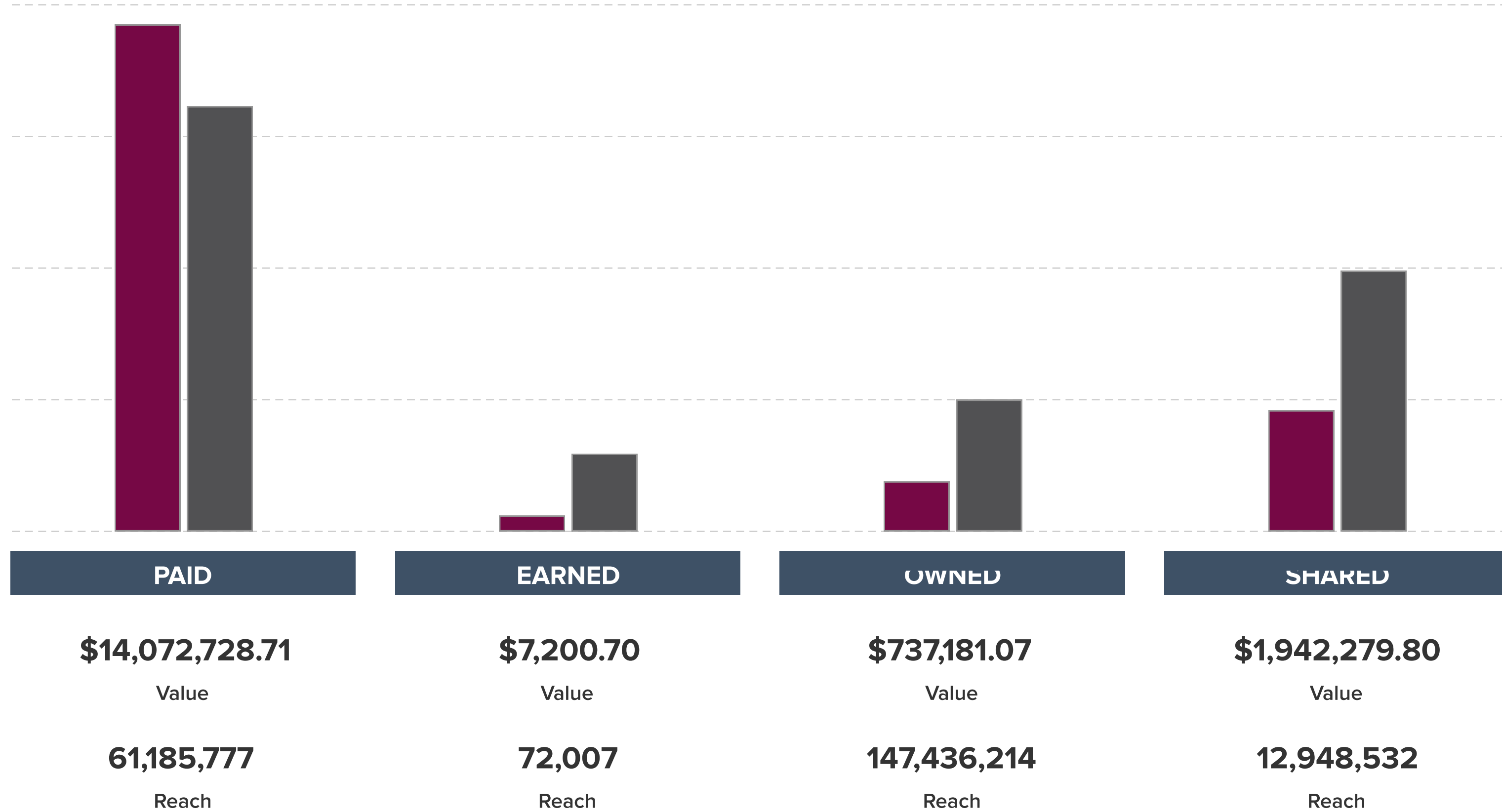


# Race for the Cause

Event Pricing

## MEDIA COVERAGE SNAPSHOT

■ value ■ benchmark



## INTANGIBLE BENCHMARKING SCORECARD

ASSET	INDUSTRY AVERAGE	MULTIPLE VALUE (OUT OF 10)	BENCHMARK RATING
Best in Breed	7	8	↑
Mission Appeal	6	5	↓
Relevancy	5	4	↓
Unaided Brand Awareness	5	1	↓
Aided Brand Awareness	8	8	—
Duration	9	6	↓
Brand Stability	8	5	↓
Sense of Urgency	6	3	↓
Community Impact	8	8	—

### PRICING RECOMMENDATION:

### TOTAL PACKAGE VALUE:

NATIONAL EVENT/INITIATIVE			LOCAL EVENT/INITIATIVE		
TIER 1	TIER 2	TIER 3			
\$150,000	\$75,000	\$37,500	\$37,500	\$22,500	\$7,500
\$100,000	\$50,000	\$25,000	\$25,000	\$15,000	\$5,000

ASSET	REACH	VALUE	NATIONAL EVENT/INITIATIVE			LOCAL EVENT/INITIATIVE		
<b>PAID MEDIA</b>								
Print	365,353	\$84,031.19	✓			✓		
Digital	456,543	\$105,004.89	✓			✓		
Television	3,753,753	\$863,363.19	✓			✓		
Radio	56,534,753	\$13,002,993.19	✓			✓		
Out-of-Home	75,375	\$17,336.25	✓			✓		
<b>EARNED MEDIA</b>								
Press Release	35,432	\$3,543.20	✓	✓		✓	✓	
Other PR Activities	36,575	\$3,657.50	✓	✓		✓	✓	
<b>OWNED MEDIA</b>								
Event Website Logo Exposure	242,542	\$1,212.71	✓	✓		✓	✓	
Video Content	654,864	\$3,274.32	✓	✓		✓	✓	
E-Communications	254,265	\$1,271.33	✓	✓		✓	✓	
Event Brochure/Flyer	2,656	\$13.28	✓	✓		✓	✓	
Event Info Packets	54,326,537	\$271,632.69	✓	✓		✓	✓	
Participant Bibs	4,653	\$23.27	✓	✓		✓	✓	
Event Signage	637,648	\$3,188.24	✓	✓		✓	✓	
Misc Event Collateral	4,542	\$22.71	✓	✓	✓	✓	✓	✓
Swag Bag Sampling	8,936	\$44.68	✓	✓	✓	✓	✓	✓
10x10 Booth	35,754,802	\$178,774.01	✓	✓	✓	✓	✓	✓
Signature Experience	370,598	\$1,852.99	✓	✓	✓	✓	✓	✓
Stage Announcements	47,298,782	\$236,493.91	✓	✓	✓	✓	✓	✓
Event Digital Publications	7,875,389	\$39,376.95	✓	✓	✓	✓	✓	✓
<b>SHARED MEDIA</b>								
Facebook Posts	6,543,643	\$981,546.45	5	3	1	5	3	1
Twitter Posts	36,543	\$5,481.45	5	3	1	5	3	1
YouTube Posts	5,765,475	\$864,821.25	5	3	1	5	3	1
Instagram Posts	7,647	\$1,147.05	5	3	1	5	3	1
Snapchat Posts	545,432	\$81,814.80	5	3	1	5	3	1
Pinterest Posts	49,792	\$7,468.80	5	3	1	5	3	1

> EXPORT TO EXCEL