

Charleston's 2nd annual

# Pajama Run

5k • October 25, 2009

race for cancers below the waist • Charleston, SC



For more information please contact:

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## Event Profile

### **Event**

Knology is proud to announce the 2<sup>nd</sup> Annual 5k Pajama Run. The 2008 event drew more the 220 individuals and raised more than \$10,000 for MUSC Hollings Cancer Center.

### **Purpose**

To unite the community with an event that strives to raise awareness and resources for cancers below the waist.

**Attendance: 500 Individuals**

**Date: Sunday October 25, 2009**

**Time: Race starts at 3pm**

**Start/Finish Location: Joe Riley Stadium Charleston, SC**

### **About Knology**

Headquartered in West Point, Georgia, KNOLOGY is a leading provider of interactive communications and entertainment services in the Southeast. Knology serves both residential and business customers with one of the most technologically advanced broadband networks in the country. Innovative offerings include over 200 channels of digital cable TV including HD channels, local and long distance digital telephone service with the latest enhanced voice messaging features, and high-speed Internet access. For more information, please visit [www.knology.com](http://www.knology.com).

### **About MUSC Hollings Cancer Center**

Hollings Cancer Center at the Medical University of South Carolina is a National Cancer Institute-designated cancer center and the largest academic-based cancer program in South Carolina. The cancer center and has more than \$35M in cancer research funding and more than 200 people are currently participating on a cancer clinical trial. For the 23,000 South Carolinians who will be diagnosed with cancer this year, the Hollings Cancer Center is the place to go for hope that their cancer battle will be won.



## Sponsorship Program

With the inaugural Pajama Run taking place in 2008, we are anticipating an even more successful event this year.

At Knology, we have a commitment to execute a high-quality event by using our experience and dedication to Hollings Cancer Center. We want you, the sponsor, to feel as strongly about this event as we do. Here are some suggestions on how to leverage your sponsorship of this event:

- Let your employees know about your organization's sponsorship of the event. Explain the benefits your sponsorship level and the exposure your company will gain both before and during the event.
- Hang up posters in your office which Knology can provide. You can also distribute tri-fold brochures that will contain your logo.
- Utilize the option to distribute promotional items or materials directly to the participants.

Thank you to Past Sponsors of the Pajama Run



## Corporate Sponsor

**\$2,500**

- Premium location in all group signage at the event
- Cable TV advertising on Knology networks valued at \$2,500
- Recognition on the event website [www.knology.com/pajamarun](http://www.knology.com/pajamarun)
- Four (4) runners in the event
- Logo included in event commercial spot to begin running September 23
- Logo included in all event e-mail blasts to over 16,000 Charleston residents
- Logo included on back of event t-shirt
- Ability to place promotional items in participant goody bags

## Water Station Sponsor

**\$1,000**

- Exclusive sponsor signage at the water station along the race route
- Cable TV advertising on Knology networks valued at \$1,000
- Inclusion in all group signage at the event
- Recognition on the event website [www.knology.com/pajamarun](http://www.knology.com/pajamarun)
- Logo included on back of event t-shirt
- Logo included in all event e-mail blasts to over 16,000 Charleston residents
- Ability to place promotional items in participant goody bags

## Mile Marker Sponsor

**\$500**

- Includes signage on one of the three mile markers
- Cable TV advertising on Knology networks valued at \$500
- Inclusion in all group signage at the event
- Recognition on the event website [www.knology.com/pajamarun](http://www.knology.com/pajamarun)
- Logo included in all event e-mail blasts to over 16,000 Charleston residents
- Logo included on back of event t-shirt
- Ability to place promotional items in participant goody bags



## Pajama Party Sponsor

**\$5000**

- Cable television advertising on Knology networks equivalent to \$5,000
- Must provide food for 500 people
- Recognition on event website [www.knology.com/pajamarun](http://www.knology.com/pajamarun)
- Ability to place promotional material in participant goody bags
- Logo included on back of event t-shirt



## Race Food Sponsor

**Trade**

- Must provide pre-race food at the starting line.
- Items may include bagels and fruit
- Recognition on the event website [www.knology.com/pajamarun](http://www.knology.com/pajamarun)
- Logo included on back of event t-shirt

## Soda and Water Sponsor

**Trade**

- Must provide soda and water needed
- Inclusion in group signage at event
- Recognition on event website [www.knology.com/pajamarun](http://www.knology.com/pajamarun)
- Logo included in all event e-mail blasts to over 16,000 Charleston
- Logo included on back of event t-shirt



## T-Shirt Sponsor

**SOLD**

- Inclusion in all group signage at event
- Logo included in all event e-mail blasts to over 16,000 Charleston residents
- Recognition on event website [www.knology.com/pajamarun](http://www.knology.com/pajamarun)



## Printing Sponsor

- Complete all printed materials needed for the event
- Recognition on event website
- Inclusion in all group signage at event
- Logo included in all event e-mail blasts to over 16,000 Charleston residents
- Recognition on event website [www.knology.com/pajamarun](http://www.knology.com/pajamarun)



## Sign Sponsor

- Complete all signage needed for the event
- Recognition on event website
- Inclusion in all group signage at event
- Logo included in all event e-mail blasts to over 16,000 Charleston residents
- Recognition on event website [www.knology.com/pajamarun](http://www.knology.com/pajamarun)



## Media Sponsor

**\$10,000 Trade**

- Opportunity for newspaper, radio & television broadcast companies.
- Opportunity to sample or display product or services.
- Logo included in all event e-mail blasts to over 16,000 Charleston residents
- Four (4) runners at the event.
- Recognition on event website [www.knology.com/pajamarun](http://www.knology.com/pajamarun)
- Inclusion in group signage at event

