



The 9th Annual Shoney's® 5K Family Fun Run

DATE: Saturday, May 13, 2017, 7:00 a.m.-11:00 a.m.

CONTACT: Call Terri Harof at 404-786-7410 or email terri.harof@shoneys.com for more info.

We are very excited about your interest in sponsoring the Shoney's® Family Fun Run. To date, we have raised more than \$175,000 to benefit the Metropolitan Nashville Police Department. Presented by Shoney's®, this family-friendly event will include a 5K run/walk, kids' activities, entertainment and award ceremony. The Fun Festival will feature a Kids' Zone with FREE activities for the kids, including giant inflatables, face painting, balloon artists, random prize drawings, interactive demonstrations by the Nashville Police Department, exhibitors and much more! This event will be staged outdoors in downtown Nashville, Victory Avenue, LP Field, Lot T (adjacent to the Shelby Street Pedestrian Bridge). Complimentary fruit, yogurt, eggs, bacon, biscuits and beverages will be available for run participants at the finish line. During the festival, food and beverages from Shoney's® will not be sold, instead, donations will be readily accepted and all monies raised will benefit the Nashville Police Support Fund. The 5K run/walk registration begins at 7:00 a.m. Come for the run and stay for the fun, which lasts until 11:00 a.m.

Included for your consideration are:

- Concept and details about the Shoney's® 5K Family Fun Run
- Description of event elements and promotional efforts
- Sponsor packet

Concept:

The Shoney's® 5K Family Fun Run & Festival is a fun, family-friendly outdoor summer event featuring a 5K run/walk, kids' activities, family-friendly food and beverages, and a Free Kids' Zone play area. The estimated attendance is approximately 1500+.

Race Registration Fees:

Adults:

\$20 until February 28

\$25 March 1 – March 31

\$30 April 1 – May 6

\$35 on event day

Kids:

10 & Under - FREE

11-18 - \$5

Police Cadets - \$25

Shoney's Employees - \$10

Teams (3 or more) -\$20 per person

Date:

Saturday, May 13, 2017

7:00 a.m. – 11:00 a.m.

Location:

Downtown Nashville, Victory Avenue, LP Field Lot T, adjacent to the Shelby Street Pedestrian Bridge.

Food:

Complimentary breakfast will be provided to runners and festival participants after the run at no charge, but donations will be readily accepted. 100% proceeds will benefit the Metro Nashville Police Support Fund.

Fun:

Come for the run and stay for the fun! The Fun Festival includes a Kids' Zone where kids can meet Shoney Bear[®]; enjoy giant inflatables, face painting, balloon artists, sit in a police helicopter[;], tour a swat vehicle[;], check out cool police cruisers, motorcycles and much, much more!

Promotion:

Press releases and calendar listings will be distributed to local and regional media. Run information will be displayed throughout all Nashville Shoney's[®] locations and on the shoneys.com website. Print and radio advertising will promote race registration and event festivities.

Marketing Benefits

- **Measurable Return on Your Investment**
 - **Relationship Marketing**
Nashville is home to many large corporations that see the value in grassroots sports marketing. Sponsorship is another way to maximize your networking circle by partnering with industry leaders.
 - **Community Relations**
Benefit from the goodwill created by supporting charitable events that encourage a wholesome, healthy lifestyle.
 - **Qualitative Pay-Out**
Leadership positioning, positive association, community goodwill.
 - **Employee Impact**
Fosters internal employee wellness, camaraderie and teamwork.

Gold Sponsor \$1,500

- Exclusive sponsor in your specialty or market segment
- Company name and/or logo displayed on race t-shirt
- Company name/logo listed on collateral materials
- Company name/logo included in press release
- Company listed on Shoney's[®] 5K Family Fun Run website with link to company's website
- Distribution of promotional materials in race bags
- Banner or sign on the race course at one of the mile markers
- Company recognized during awards ceremony
- 5 free race entries
- Table, banner or other presence at the finish line

Silver Sponsor \$1,000

- Company name and/or logo displayed on race t-shirt
- Company name/logo listed on collateral materials
- Company listed on Shoney's[®] 5K Family Fun Run website
- Distribution of promotional materials in race bags
- Company recognized during awards ceremony
- Distribution of products or services on-site during race and festival
- Promotional materials in participant bags

Bronze Sponsor \$350

- Company listed on Shoney's[®] 5K Family Fun Run website
- Distribution of products or services on-site during race and festival
- Promotional materials in participant bags

Other Sponsorship Opportunities

Stage Sponsor (1) - \$500

Be the sponsor of our stage and awards ceremony.

Water Station Sponsor - \$300

Have your company's logo displayed at all of the water stations throughout the route.

Goodie Bag - \$75

Expand your reach and put your product sample directly into the hands of over 500 runners and walkers through our professionally managed Goodie Bag Program. Goodie Bag items are a cost effective way to target sports enthusiasts as well as health and family-oriented consumers.

Proceeds from the Shoney's[®] 5K Family Fun Run will benefit The Nashville Police Support Fund of the Community Foundation of Middle Tennessee.

The Shoney's[®] 5K Family Fun Run
Sponsor Registration Form & Contract

To: **"Shoney's Family Fun Run"** (Hereinafter referred to as **"Event Host"**)

Please Reserve Exhibit Space at the Shoney's® 5K Family Fun Run on
May 13, 2017, for the following:

EXHIBITOR: _____

(individual name; responsible party)

COMPANY NAME: _____

SPONSOR LEVEL: _____

EMAIL ADDRESS:

PRODUCT(S) to be displayed:

SPECIAL NEEDS:

SET-UP LOCATION: Victory Avenue, LP Field Lot T, adjacent to the Shelby Street Pedestrian Bridge.

SET-UP & TIMES:

Exhibitor Set-Up:

Saturday, May 13, 2017: 5:00 a.m. – 6:30 a.m.

NOTE: This is an outdoor event that will be held rain or shine.

Payment:

Checks payable to: Shoney's 5K Family Fun Run
Checks mailed to: Shoney's North America, LLC
c/o Shoney's Marketing
1717 Elm Hill Pike, Suite B-1
Nashville, TN 37210

Sponsor Terms and Conditions

All exhibitors' space must be unconditionally **PAID IN FULL by May 1, 2017**. In submitting this contract, exhibitor agrees that **the Event Host may reassign any space not paid in full by the above date**. Exhibitor further agrees to abide by the terms and conditions as set forth below, which forms a part of this agreement between the Exhibitor and the Event Host. Individual

Party named will be responsible for payment in full for all area(s) requested in this contract. All exhibitor applications will be accepted based on the products displayed and may be rejected by Event Host at any time during the application process.

1. Terms and Conditions; Release and Waiver

The Event Host reserves the right to alter the floor plan and/or reassign exhibit location without notice, regardless of the space of the area assigned. The Event Host has provided a public venue for a large number of persons to attend. The Event Host does not make any guarantee as to the number of visitors who will attend the event nor the exposure that the Exhibitor will achieve. The Exhibitor, on behalf of itself, its employees, agents, and representatives, waives, releases and holds harmless the Event Host, its affiliates, and their employees, representatives, contractors or agents, from and against any and all claims, losses or damages arising from or relating to the Event, including without limitation, any claims, losses or damages arising from low visitor turnout and/or lack of Exhibitor exposure, loss, theft, damage, or destruction of any personal property, bodily injury or wrongful death. Exhibitor agrees to hold harmless the Event Host, its affiliates, and their employees, representatives, contractors or agents, from and against any and all claims of any person arising out of acts, omissions, or negligence of Event Host, its employees, representatives, contractors and agents.

2. Eligible Products or Services

Exhibitor agrees to advertise and/or display only products or services consistent with the family-friendly theme of the Event. The Event Host reserves the right to determine the eligibility of any company, product or service to exhibit at the Event. Literature and handouts will be permitted. **No sales of any products or services are permitted during the Event.**

3. Insurance

Exhibitors who desire insurance for their exhibits while in transit and at the Event must purchase this insurance at their own expense. Exhibitor bears all risk of loss and damage to or theft of its property.

4. Installation of Exhibits

Set-up times must be adhered to as stipulated on page 1 of this Contract. Your area must be ready by 6:30 a.m. on May 13, 2017. Failure to show or have your area attended and ready will require Event Host to reassign your table or area, or to eliminate it altogether.

5. Dismantling by Exhibitor

All Exhibitors must keep their area attended, and their area must remain intact until 11:00 a.m. and may not be packed or moved until such time. All Exhibitors must exit the premises with product completely removed by 12:00 p.m. on May 13, 2017.

6. Failure to Occupy Space; Payment in Advance

Space assigned to Exhibitor must be paid for, in full, by May 1, 2017 or the Event Host may terminate this Contract and reassign the space to another Exhibitor. If Exhibitor does not claim or occupy assigned space during the festival, Event Host may, at its

option, terminate this agreement and reassign the space. In neither case shall the defaulting Exhibitor be entitled to the refund of any sums paid in advance to the Event Host.

7. Exhibitor’s Cancellation Rights

Exhibitor may cancel this contract at any time upon written notice to Event Host. If written cancellation notice is received by Event Host 30 days prior to the Event, then the Exhibitor shall be entitled to a full refund of all monies paid. If received by Event Host after that date, then the Exhibitor will only be entitled to a 50% refund of the monies paid. Cancellations that are not in writing will not be honored. Cancellations that occur one week or less before Event will not be honored with Exhibitor forfeiting 100% of all monies paid to Event Host.

8. Rules and Regulations. Exhibitor must comply with the Rules and Regulations provided by Event Host and LP Field. Exhibitor’s failure to comply with the applicable Rules and Regulations shall result in termination of this Contract without refund and removal of Exhibitor from the Event.

Contract Accepted By: _____

Date: _____

Signature of Authorized Agent of Sponsor

Contract Accepted By: _____

Date: _____

Signature of Authorized Agent of Shoney’s® Family Fun Run

1. For our Records:

Your full address:

City _____ State: _____ Zip: _____

Phone: () _____ Fax: () _____

Email: _____

Website: _____

Description of product or service that will be on display and/or advertised:

Any variance from materials and product (other displays) must be approved in advance.

We appreciate your participation in this wonderful event. Please let us know if there is anything that we can assist you with. If you have any questions, concerns or comments, please do not hesitate to contact Terri Harof at 404-786-7410 or terri.harof@shoneys.com.