



2007 Athens to Atlanta - Sponsorship Summary

	Entry Level Sponsor	38-Mile Bronze Sponsor	52-Mile Silver Sponsor	87-Mile Gold Sponsor	Presenting Sponsor
Package Cost:	\$300	\$800	\$1,200	\$2,000	\$10,000
Logo Web Ad at a2a.net	X	X	X	X	X
Booth at Classic Center in Athens on Saturday		X or X	X	X	X
Booth at Piedmont Park in Atlanta on Sunday			X	X	X
Logo/Name on Participant / Volunteer Shirts		X	X	X	Front & Back
Provide Stuffers for Participant Goodie Bags	X	X	X	X	X
Logo/Name on Finisher Mugs			X	X	X
Banner at Registration Table	X	X	X	X	X
Banners along 38-Mile Finish Line Fence		2			6
Banners along 52/87 Mile Finish Line Fence			2	4	6
Name/Logo on Start and Finish Line Banners					X
Recognition at Skaters' Meeting & Awards Ceremony				X	X
Recognition in Print Media Ads				X	X
Recognition in Broadcast Media Ads & Exposure					X
Logo/Name on Awards/Medals					X
Ownership of Both Start Lines					X
"A2A Presented by..." on all Marketing Materials/ Publicity/Press Releases, etc.					X

◀ To Become an A2A Sponsor, call 404-806-7251 or email: sponsorship@a2a.net ▶



2007 Athens to Atlanta - Advertiser and Exhibitor Pricing

	Web Ads		Exhibitor Space		
	Web Ad Nugget	Web Ad Banner	Table Top 10 X 10 Booth	Table Top Booth (Both Days)	Mobile Unit Display
Package Cost:	\$100	\$200	\$125	\$200	\$250
Includes:					
Web Ad Nugget w/ link on a2a.net (132x95 pixels)	X				
Web Ad Banner w/ link on a2a.net (468x60 pixels)		X			
Booth at Classic Center in Athens on Saturday			X	X	X
Booth at Piedmont Park in Atlanta on Sunday			or X	X	or X

◀ To Advertise or Reserve Exhibit Space, call 404-806-7251 or email sponsorship@a2a.net ▶