



# SURF CITY MARATHON MARKETING OPPORTUNITIES

All 20,000+ participants will receive a Surf City Marathon tote bag when they arrive to the Active Lifestyle Expo to pick up their bib number. This is a great opportunity to reach a highly desirable demographic committed to health and fitness.

## DEMOGRAPHICS:

- 21% of participants income is between \$100k and \$200k
- 17% of participants identify themselves as owner/CEO
- 56% of participants are women
- 46% of participants are men
- 22% of participants are between the ages of 25 and 34
- 28% of participants are between the ages of 35 and 44

## LOGISTICS:

### Logistics (applies to Tote Bag only):

- Must provide 20,000 pieces
- All items must be delivered to 1601 E. St. Andrews Place, Suite B Santa Ana, CA 92705 by January 4, 2017
  - all bags will be prepared by Goodwill staff and given out to participants at packet pick up

## TOTE BAG:

### Tote Bag — Sample Item: \$1,500

- Overweight objects may incur an additional handling fee
- Restrictions may apply based on sponsor exclusivities

### Tote Bag — Non-Sample Item: \$1,000

- Flier advertisements must be in full-color on high-quality
- Postcard/cover stock paper
  - paper fliers will not be accepted
  - postcards can be no larger than 4 inches x 6 inches



For more than 30 years, Goodwill of Orange County has helped companies achieve their production goals through its Packaging & Assembly services. Goodwill hires people with disabilities and other barriers to independence that excels at the type of exacting work required in production. These motivated works earn much more than paychecks — they earn a sense of pride and independence. The community also benefits from keeping jobs in Orange County.

Goodwill's 100-member workforce is highly trained, experienced and brings an unmatched enthusiasm and commitment to their jobs. The revenue generated from these Packaging & Assembly contracts provides jobs and training to other people in the community facing barriers to employment.

## VIRTUAL GIFT BAG:

### Virtual Gift Bag: \$750

- Digital advertisement/promotion in virtual gift bag sent to all registrants both before and after race via email
- Extensive data analytics provided post-event to track effectiveness of the ad



# 2017 SURF CITY MARATHON ORDER FORM



Tote Bag - Sample Item \$1500 - Qty: \_\_\_\_\_  
Tote Bag - Non Sample Item \$1000: - Qty: \_\_\_\_\_  
Virtual Gift Bag \$750: - Qty: \_\_\_\_\_

7080 Hollywood Blvd, 4th Floor  
Hollywood, CA 90028  
(323) 654 - 9255

Total Sale: \$ \_\_\_\_\_

## One Time Credit Card Payment Authorization Form

Sign and complete this form to authorize RaceForce, LLC to make a one-time debit to your credit card listed below. By signing this form you give us permission to debit your account for the amount indicated on or after the indicated date. This is permission for a single transaction only, and does not provide authorization for any additional unrelated debits or credits to your account.

Please complete the information below:

I \_\_\_\_\_ authorize RaceForce, LLC to charge my credit card account indicated below for \$ \_\_\_\_\_ on or after \_\_\_\_\_.

Billing Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone# \_\_\_\_\_ Email \_\_\_\_\_

Account Type: Visa MasterCard AMEX Discover

Cardholder Name \_\_\_\_\_ Account Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVV2 \_\_\_\_\_ (4 digit # on front of AMEX or 3 digit # on back of Visa/MC)

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

I authorize the above named business to charge the credit card indicated in this authorization form according to the terms outlined above. This payment authorization is for the goods/services described above, for the amount indicated above only, and is valid for one time use only. I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company; so long as the transaction corresponds to the terms indicated in this form.