

Event Overview

April 11-12, 2015

Proceeds benefit Beyond Batten Disease Foundation and their mission to eradicate juvenile Batten disease

Relay starts at Enchanted Rock State Park in Fredericksburg

Event concludes with a Sunrise Celebration at Camp Mabry on West 35th in Austin

Relay route is 90+ miles

35 teams of 6 or more members (300-400 participants total) will participate

Fun! Run on Sunday morning for an additional 300 participants

Support events include a Kick-Off, organized training runs, a finale party including entertainment and food

Late afternoon start with staggered start times

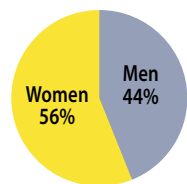
Estimated time for the relay is 13-18 hours

Event produced by Lonestar Relays

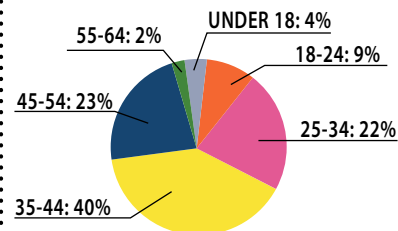
Fundraising incentives and support offered to encourage fundraising and donor outreach

PARTICIPANT DEMOGRAPHICS

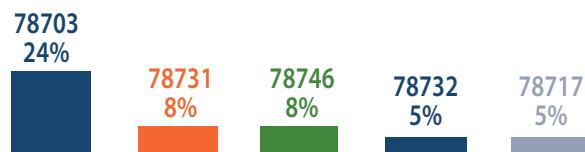
BY GENDER



BY AGE



MOST REPRESENTED LOCAL ZIP CODES



AVERAGE FUNDRAISING AMOUNT: \$1,052/participant

2015 Run to the Sun Sponsorship Opportunities

| | | Company logo on homepage of BBDF website for 3 months | Company spotlight in BBDF newsletter | Company logo on signage along the relay route | Company name on Run to the Sun website | Listing on 2015 team shirt | Entry for team of 6-10 relay runners | Opportunity to provide promotional materials for race bag | Media exposure | Invitation for 2 to Team Captain Kick-Off event | Prominent signage at event | Verbal recognition during all wrap around events and activities |
|---|--|---|--------------------------------------|---|--|----------------------------|--------------------------------------|---|----------------|---|----------------------------|---|
| Gold Sponsor \$15,000 | | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| Silver Sponsor \$10,000 | HERITAGE TITLE | | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| Bronze Sponsor \$8,000 | | | | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| 2K Fun Run Sponsor \$7,000 Exclusive | 1379 FAMILY SPORTS | | | | ● | ● | ● | ● | ● | ● | ● | ● |
| RV Sponsor \$7,000 | PLAINS CAPITAL | | | | ● | ● | ● | ● | ● | ● | ● | ● |
| Prize Sponsor \$5,000 | LONESTAR LOGOS | | | | ● | ● | ● | ● | ● | ● | ● | ● |
| Start Line Sponsor \$5,000 Exclusive | AUSTIN BRAKE SPECIALIST | | | | ● | ● | ● | ● | ● | ● | ● | ● |
| Finish Line Sponsor \$5,000 Exclusive | THOMPSON + HANSON | | | | ● | ● | ● | ● | ● | ● | ● | ● |
| Team Sponsor \$5,000 Includes registration for team of 6-10 runners | TARRYTOWN PHARMACY | | | | ● | ● | ● | ● | ● | ● | ● | ● |
| Exchange Station Sponsor \$500 16 available 6 available | THE HANSON FAMILY THE HOJEL FAMILY FREDRICKA & DAVID MIDDLETON ANNE & CHRIS NEWTON CHUPIK PROPERTIES PRICE WEALTH MANAGEMENT SABRINA & JAY BROWN YOUNG GUNS HOHMANN, TAUBE & SUMMERS, LLP BANCVue | | | | | | | ● | | | ● | |

Sign up to sponsor at www.runtothesunrelay.com or call 512.275.2600 with questions