



## KUALA LUMPUR RAT RACE® 2010 SPONSORSHIP IN-KIND

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### 1) SPONSORSHIP IN-KIND FOR GOODIE BAG ITEMS

Basic Requirements:

- Items that can benefit our participants (e.g. nutrition & health food, snacks, muscle sore cream, toiletries, sports accessories, etc)
- Quantity: 1,500 units
- Items must be of shelf-pack size (not sample size)
- Total value of items must be at least RM10,000

Basic Publicity Benefits:

- ✓ 1 Full Page Full Color ad in the Kuala Lumpur Rat Race® Official Souvenir Programme Book (*creative to be provided by sponsor*)
- ✓ Credit mention in the Kuala Lumpur Rat Race® website

### 2) SPONSORSHIP IN-KIND FOR PRIZES

The following are the categories & total no. of winners that we have for the Kuala Lumpur Rat Race®:

No.	Category	Total No. of Winners
1	Top 3 Mixed Teams	15 people (5 runners per team)
2	Top 3 Open Teams	15 people (5 Male runners per team)
3	Top 3 Male CEOs	3 people
4	Top 3 Female CEOs	3 people
5	Top 3 Male (for Mixed and Open categories)	6 people
6	Top 3 Female (for Mixed and Open categories)	6 people
7	Best Dressed CEO	1 person
8	Top 3 Best Dressed Teams	15 people (5 runners per team)
9	Most Senior Runner	1 person
10	Company with Most Teams	1 company
11	Top 3 Cheerleading Squads	30 people (10 cheerleaders per team)
12	Lucky Draw Prizes	10 people
13	Top 3 Senior Runners Teams	15 people

Basic Publicity Benefits:

- ✓ Credit mention in the Kuala Lumpur Rat Race® Official Souvenir Programme Book
- ✓ Credit mention in the Kuala Lumpur Rat Race® website
- ✓ Credit mention during prize presentation