

# TOMATO BLAST™

PART TOMATO FEST, PART TOMATO FIGHT



## TOMATO BLAST

2013 Sponsorship Opportunities

Saturday, July 27th, 2013 | Soldier Field, Chicago, IL





What do you get when you mix 5,000+ people, 100,000 lbs of rotten tomatoes, Live Bands and cold beer? A blast...a Tomato Blast!

Maned Owl Events, LLC is a Chicago based company that produces some of the countries most exciting outdoor events. In particular, Tomato Blast is one of Maned Owl Events largest outdoor events. In fact, on Saturday, July 27, 2013, while the Chicago Bears are hibernating the Blast will occur at Soldier Field. Tomato Blast is part tomato fight, part tomato festival but all parts fun!

**As a Tomato Blast Sponsor benefits include:**

Access to more than 7,000 participants at the Tomato Blast, the Infected Zombie 5k Run including program participants of all ages, parents, corporate partners, and members of the Chicago land community. Your company's name and/or logo on event collateral which may include promotional flyers, e-blasts to more than 15,000 email addresses, the Tomato Blast website, Facebook, Twitter, event signage and more. Exposure in media alerts, press releases, event advertisements and PSAs. Maned Owl Events media partners and more!



**About Maned Owl Events, LLC**

Maned Owl Events, LLC is a sports adventure company based in Chicago. Maned Owl Events was formed in 2012 with the acquisition of The Infected Zombie 5k Trail



After reviewing the enclosed opportunities, please contact Alex Blackshire at [info@manedowlevents.com](mailto:info@manedowlevents.com) or 312-735-4467 to sign up for tomato blast. You may also visit [www.tomatoblast.com](http://www.tomatoblast.com) for



Tomato Blast is an epic yet responsible rotten tomato fight and music festival. Part tomato fight. Part tomato festival. All parts fun!

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**Fun is What We Do!**

Fun makes us happy. Fun allows us to laugh and be free. This is what Maned Owl Events seeks to achieve at each event. Unforgettable fun that awakens the kid in us.

**Tomato Blast**  
**Soldier Field, Chicago, IL**  
**Saturday, July 27th 2013**

**Tomato Fight combined with live musical festival.**

**Audience:**  
**7,000 Participants**  
**100 Volunteers**

*Today was good. Today was fun.  
 Tomorrow is another one.*  
 - Dr. Seuss

**The Infected Zombie 5k Trail Run**

**Sag Valley, Palos Park, IL**

**October 2013**

**5k run through one of America's top running trails with festival at the finish line.**

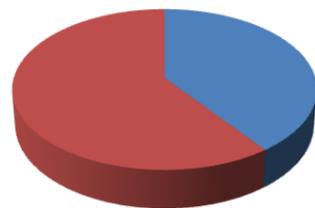
**Audience:**  
**1000 Participants**

### Our Marketing Strategy

*"You're dead if you aim only for kids. Adults are only kids grown up, anyway." Walt Disney*

Our reach extends to social media, email advertising, marketing partners, in store distribution, in print, give away and countless out the box ideas. Thus our sponsors will be able to participate in promotions, activities, and events up to and including the event itself.

### Gender:



**57% Female**  
**43% Male**

### Geographic:



**90% Illinois**  
**4% Wisconsin**  
**1% Indiana**  
**1% Florida**  
**1% Virginia**  
**1% Michigan**  
**1% Texas**

### Age:



**Average Age 29**  
**Median Age 28**  
**Oldest 67**  
**Youngest 14**

All data from registration numbers at Active.com

# SPONSORSHIP LEVELS

## **DIAMOND:** Logo placement on the following **\$10,000**

- event promotional banners
- on back of event t-shirts (7,000+ views)
- on social media sites ([Facebook](#) & Twitter)
- on partners social media sites ([Facebook](#) & [Twitter](#))
- direct logo link on websites ([Maned Owl Events](#), [Tomato Blast](#) & [Infected Zombie 5k Run](#))
- other promo websites ([Chicago Professional Connexion](#), [Chicago Speed Date](#))

### **Other Benefits:**

- Facebook posts and email advertisement to event attendees
- one email invitation sent to a database of more than 10,000 email addresses
- 20 complimentary tomato fight entries
- 50 promotional-shirts
- company name mentioned in all radio advertising & promotions on media co-sponsors.

### **Event Day Benefits**

- photo opportunity with event participants
- onsite tent for tomato blast for promotional materials
- banner placement at event
- 2 minute advertisement mention during event

## **PLATINUM:** Logo placement on the following **\$5,000**

- event promotional banners
- on back of event t-shirts (7,000+ views)
- on social media sites ([Facebook](#) & Twitter)
- on partners social media sites ([Facebook](#) & [Twitter](#))
- direct logo link on websites ([Maned Owl Events](#), [Tomato Blast](#) & [Infected Zombie 5k Run](#))

### **Other Benefits:**

- Facebook posts and email advertisement to event attendees
- one email invitation sent to a database of more than 5,000 email addresses
- 10 complimentary tomato fight entries
- 25 promotional-shirts
- company name mentioned in all radio advertising & promotions on media co-sponsors.

### **Event Day Benefits:**

- photo opportunity with event participants
- 1 minute advertisement mention during event
- onsite tent for tomato blast for promotional materials
- banner placement at event

## **GOLD:** Logo placement on the following **\$2,500**

- event promotional banners
- on back of event t-shirts (7,000+ views)
- on social media sites ([Facebook](#) & Twitter)
- direct logo link on websites ([Tomato Blast](#))

### **Other Benefits:**

- Facebook posts and email advertisement to event attendees
- 5 complimentary tomato fight entries
- 10 promotional-shirts

### **Event Day Benefits:**

- photo opportunity with event participants
- banner placement at event

## SPONSORSHIP Levels (Contd.)

**SILVER:** Logo placement on the following **\$500**

- on back of event t-shirts (7,000+ views)
- on social media sites ([Facebook](#) & Twitter)
- direct logo link on websites ([Tomato Blast](#))

### Other Benefits:

- Facebook posts and email advertisement to event attendees
- 2 complimentary tomato fight entries
- 5 promotional-shirts

### Race Day Benefits:

- photo opportunity with event participants
- 30 second mention during event

## IN KIND TRADES

We are willing to consider all in kind trades that are similar in kind and fits the Tomato Blast.



### About Maned Owl Events, LLC

Maned Owl Events, LLC is a sports adventure company based in Chicago. We host some of Chicago's largest outdoor sports festivals. In addition, to the Tomato Blast, we also host Sherlock Urban Adventure Race, The Infected Zombie 5k Trail Run and we are currently developing Beach Trot. The common thread for all this events is fun: live bands, cold beer, food and ten thousands of people. Our goal is simple organized and safe fun!



To register as a sponsor for Tomato Blast at Soldier Field on Saturday July 27, 2013 please complete the form below and return it to Alex Blackshire at:

Email: [info@tomatoblast.com](mailto:info@tomatoblast.com)

Fax: 866-514-0951

Mail: Attn: Maned Owl Events, LLC, 233 S. Wacker Dr., Chicago, IL 60606 84th fl

**Level: (Check One)**

Priority 1    Priority 2    Priority 3    Priority 4    In Kind Trade

**Sponsorship Listing:**

Company Name: (As you would like to be listed) \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Payment: (Check one)**

Check Enclosed    Visa    MasterCard    Discover

Card Number: \_\_\_\_\_ Expiration: \_\_\_\_/\_\_\_\_ Three Digit Code: \_\_\_\_\_

Signature: \_\_\_\_\_

