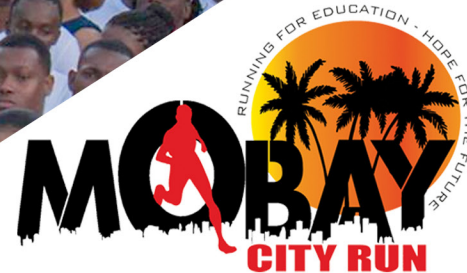




# MOBAYCITYRUN

**SUNDAY, MAY 6, 2018**  
OLD HOSPITAL PARK, MONTEGO BAY, JAMAICA



**SPONSORSHIP PROPOSAL**

**MOBAYCITYRUN**

[www.mobaycityrun.com](http://www.mobaycityrun.com)

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# Project Summary

Now in its fifth year, MoBay City Run is renowned as western Jamaica's charity run, with the highest number of participants.

The 10K/5K event is now Montego Bay's number one sporting event, attracting over 4,000 participants, while donating over \$15 million towards education in the last four years.

In 2018, we are going for five...5,000 participants, and will pump \$4.5 million in education.

**New Recipients - Mt. Alvernia High School**

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MoBay City Run will donate half-of-a-million dollars to the all-girls educational institution, Mt. Alvernia High School. This money will go towards the restoration of three buildings that have been severely damaged by termite.

Our race is opened to professionals, amateur runners, corporate groups and students.

Entry fee: J\$2000 per person.

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## Route:

The race returns to the Old Hospital Park on Gloucester Avenue, ending at the same location. The route for 5k walk/run will take the racers along the Hip Strip, a popular tourist jaunt, onto to the Howard Cooke Boulevard; then back to the Old Hospital Park. While the route for the 10k run travels from Old Hospital Park, taking the same route, except the runners will go towards Howard Cooke, West Green Avenue, Bogue road, Montego Freeport near the cruise ship pier and back to the Old Hospital Park.

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# Concept

“MoBay City Run” is based on a four-tiered Concept:

- A Professional race where individuals can compete for competitive times
- The Sponsorship/Charity run where non-professionals and professionals run for a cause
- The Sponsorship/Charity walk; a shorter route where individuals who are not in the physical shape to run, can walk for the cause
- A race being developed to branch off into the main sport tourism event for the tourism capital



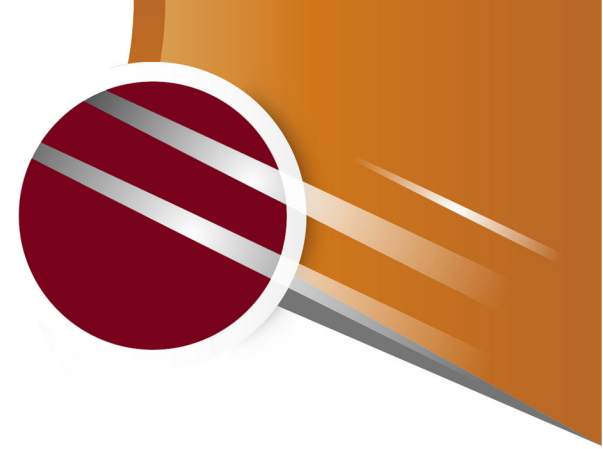
# Potential Participants

The participants will include:

- Professional runners globally
- Corporate Personalities across Jamaica
- Tourism stakeholders and their staff
- Potential visitors based in source markets such as the USA and Canada
- Students from all the tertiary institutions in western Jamaica
- Individuals who are willing to be a force for good within the society.







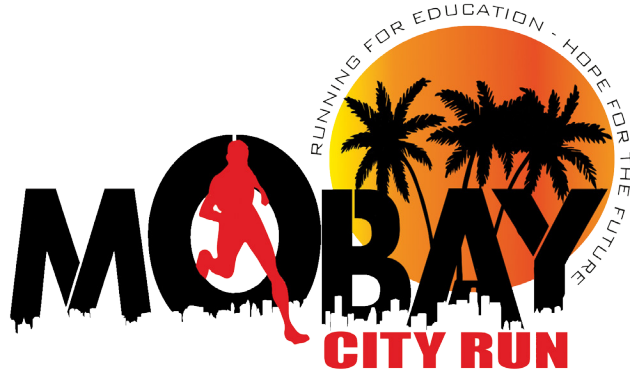
# PROBLEM STATEMENT

Janet Silvera and the University of the West Indies, Mona, Western Jamaica Campus (WJC) are mindful of the high cost of tertiary education and the challenges that students face in meeting this cost. Education is a diverse product given the options that are available from the many institutions within western Jamaica, but the product is not fully accessible by the vast majority of qualified individuals because of the inability to pay. Silvera, a graduate of WJC along with the institution, is leading the drive to improve accessibility for many of these individuals by putting in place a strategic option that will alleviate some of the financial burden associated with the high cost of education.

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# OBJECTIVES



The “MoBay City Run” and the associated promotional events are designed to partner with Government, Private Sector and community stakeholders.

- To raise six million dollars (J\$6 M) to assist needy students with scholarships for tertiary level education in western Jamaica, specifically for students at Montego Bay Community College, UTECH and UWI-Mona Western Jamaica Campus and the Sam Sharpe Teachers’ College

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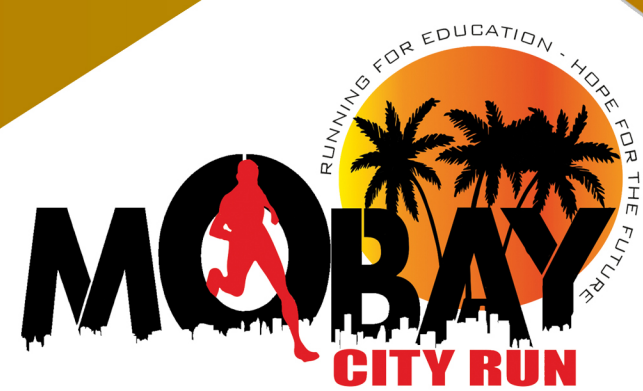
- To showcase the tourism capital and showcase the link between education and tourism
- To showcase the collaborative work of corporate Jamaica, government and the education sector in dealing with an issue of national importance.
- The work of the University of the West Indies and the other tertiary institutions that provide education for students in western Jamaica.
- To put together a stellar event that interests in Montego Bay can look forward to every year.

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# SPONSORSHIP BENEFITS

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PREMIUM

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## 5th Anniversary Title Sponsorship Opportunity

### \$2,000,000.00 upwards (Cash and Kind)

This is the **premium** level of involvement. Your **Company** receives the following opportunities.

- Naming of the event, example: 'UWI MoBay City Run'
- At least one of the institutions will name one of the Grants/scholarships for this year in honour of the sponsor on disbursement.
- Media coverage includes radio, television, newspaper, international sporting Magazines, MoBay City Run website, social media (Facebook, twitter, Instagram, Google Plus).
- Speaking arrangement at official launch March 2018, Montego Bay, Jamaica
- Banners: **Your Company** logo/name will be prominently displayed on banners at the event and prior to the event. Banners are viewed by attendees at the event, and are likely to appear in photographs.

It will also be viewed by individuals within the sponsors' market prior to the event.

- Logo promotion: **Your Company's** logo will be distinctly displayed on event shirts, press releases, posters, flyers and other promotional materials.
- Sound promotion for **Your Company** will be presented on high profile local radio stations leading up to the event, and will be mentioned at frequent intervals throughout the event.
- On-site product display and sales opportunities for **Your Company**.
- The sponsor will be mentioned at the opening and closing ceremony of the event ceremony.
- The sponsors' logo will be displayed below the speaker's podium increasing media presence.
- The sponsor will present prizes at the event in order to get photo opportunities.



- The sponsor will have ultimate branding rights
- Branding opportunity throughout the course of the race (within the city of MoBay)
- The sponsor banners will be the most prominent at the Start and Finish line
- The sponsor will have an inclusive 10 spots to give away to any organization of choice.
- Video interview on Facebook page and website
- Interview with participating media (namely radio)
- Blogging about sponsor by renowned bloggers
- Logo prominently displayed on website



PLATINUM

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## Platinum Sponsorship Opportunities

### \$1,000,000 upwards

- Media coverage includes radio, television, newspaper, website, Facebook, Twitter, Instagram and Google+.
- Banners: **Your Company** logo/name will be prominently displayed on banners at the event and prior to the event. Banners are viewed by attendees at the event, and are likely to appear in photographs. It will also be viewed by individuals within the sponsors' market prior to the event.
- Logo promotion: **Your Company's** logo will be distinctly displayed on event shirts, press releases, posters, flyers and other promotional materials.
- Sound promotion for **Your Company** will be presented on high profile local radio stations leading up to the event, and will be mentioned at frequent intervals throughout the event.

- On-site product display and sales opportunities for **Your Company**.
- The sponsor will be mentioned at the opening and closing ceremony of the event ceremony.
- The sponsor will be included in the programme booklet distributed to all participants and stakeholders.
- The sponsors will have an inclusive 10 spots to give away to any organization of choice.
- The sponsor will be placed prominently at the local launch in Montego Bay, Jamaica
- Branding opportunity throughout the city of Montego Bay on race day
- Fully branded tent space at race venue
- Presentation of one of the many prizes to be handed out



- Video interview on MoBay City Run website and Facebook page
- Interview of no less than 300 words on MoBay City Run website
- Logo prominently placed on front page of website



GOLD

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## Gold Sponsorship Opportunity \$700,000 upwards

- **Your Company** logo/name banners prominently displayed.
- Logo promotion: **Your Company** logos will be distinctly displayed on advertising discs, event website, posters, flyers and other promotional materials.
- Sound promotion for **Your Company** will be presented at frequent intervals throughout the event.
- On-site product display and sales opportunities for **Your Company**.
- Branding opportunity throughout the city of Montego Bay on race day
- Fully branded tent space at race venue (sponsor responsible for renting tent from Cover Me Up Tent)
- Presentation of one of the many prizes to be handed out



SILVER

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## Silver Sponsorship Opportunity \$500,000 upwards

- Logo promotion: **Your Company's** logo will be distinctly displayed on event shirts, advertising discs, event website, posters, flyers and other promotional materials.
- Sound promotion for **Your Company** will be presented at frequent intervals throughout the event.
- The sponsor will be included in the programme booklet distributed to all participants and stakeholders





# Marketing and Promotion Plan

MoBay City Run, which has a steadily growing following, will connect its audiences, as well as prospective participants.

## Social Media Marketing

The action plan when tackling social media marketing is always to determine the target audience. Understanding the audience allows for a concise and calculated approach to gathering and securing their attention. We aim to gain their attention through a series of campaigns.

1. An “**Awareness Campaign**” aimed at both new and old participants which will showcase the merits of the Run. After the campaign we plan

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to hold the audience's attention through a:

2. **“Hype Campaign”** aimed at getting the audience excited for the Run. Finally, we will carry out a:

3. **“Reminder Campaign”** Which will be aimed at keeping the public excited and informed about the event. All three phases will have constant posting to the social media pages and will be directed at gathering new followers while maintaining old.

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# Proposed Schedule:

This schedule will be carried out over the coming months:

**Phase 1:** Awareness Campaign

**Phase 2:** Reminder Campaign



# SPONSORS OVER THE YEARS:



# CONNECT WITH US ON SOCIAL MEDIA:



/mobaycityrun



@mobaycityrun



mobaycityrun



**JETBLUE PRESENTING AIRLINE TICKET TO WINNERS**

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