

SPONSORSHIP PACKAGE 2019



LET'S WALK OR RUN TO MAKE A DIFFERENCE IN OUR LIVES AND THE LIVES OF OUR FAMILY, FRIENDS AND NEIGHBOURS!



The Nation Group of Companies invites you to partner with us for the 2019 edition of our ever-popular Nation Funathlon (Walk and Run) event.

This exciting longstanding event caters to the young and young at heart and embraces professional athletes as well as the casual walker and runner.

With the growing number of health cases and deaths linked to non-communicable diseases (NCDs), the Nation Publishing Co. Ltd is continuing its commitment to promoting healthy living with events such as the Nation Funathlon. The Nation Funathlon is the Company's largest charitable

community event. Proceeds from the annual Walk & Run are donated to charities or organisations that support communities across the island through a variety of programmes and services.

According to a report published by the Pan American Health Organisation (PAHO) and the World Health Organisation (WHO), 76% of all premature deaths (ages 30 to 69 years) are caused by NCDs.

The four major NCDs noted in the report are: Cardiovascular diseases, Cancers, Diabetes and Chronic Respiratory diseases

JOIN US FOR THE 2019 NATION FUNATHLON FUELLED BY SOL BARBADOS AS WE 'GO FURTHER FOR A HEALTHIER BARBADOS'

GO FURTHER FOR A HEALTHIER BARBADOS!

On Sunday, November 17th 2019, the Nation Funathlon, held under the theme **GO FURTHER FOR A HEALTHIER BARBADOS**, will take the form of a charity Walk & Run. Commencing and concluding in Queen's Park, St. Michael, the aim of this charity event is to drive awareness of the need for Barbadians and the general public to practice and engage in activities that promote a healthy lifestyle. Under this theme, the 2019 Nation Funathlon will focus on encouraging persons to build strong and long lasting communities by supporting causes and programmes that help contribute a healthier Barbados

Widely known as the oldest and most anticipated of the Nation's events, The Nation Fun Walk & Run attracts a large and diverse audience of participants and spectators, both locals and visitors, which will provide a fantastic promotion opportunity for your brand and advertising message. In addition, your support helps raise money for organizations and registered charities focused on assisting the country in developing and maintaining a healthy lifestyle.

The Nation Funathlon will be a fun and exciting package sure to entertain and secure participation.



2019 NATION FUNATHLON

GO FURTHER FOR A HEALTHIER BARBADOS

CUSTOM BRANDED TSHIRTS

WATER STATIONS #GOFURTHER246

KIDS SUNDAY, NOVEMBER 17, 2019

LIVE PERFORMANCES


QUEEN'S PARK

ZONE #NATIONFUNATHLON2019

3:00P.M. PRE-ACTIVITIES

4:00P.M. RACE START

#HEALTHIERBARBADOS



THIS YEAR'S EVENT WILL BEGIN AND END IN QUEEN'S PARK, ST. MICHAEL AND IS HELD IN CELEBRATION OF THE 46TH ANNIVERSARY OF THE NATION NEWSPAPERS. TO COMPLEMENT THE FUN ROAD RACE, THE FOLLOWING ACTIVITIES ARE INCLUDED:

PRE-EVENT WARM UP

Fun, easy, pre-event exercise workout hosted by a fitness professional prior to the start of the race

MOVE IN COLOUR ZONE

Patrons get the opportunity to have event themed body painting and temporary tattoos that highlight the event and showcase national pride. This will be time bound and complimentary for a limited number of patrons. After the allotted period, other interested patrons will pay for the service.

POST EVENT WORKOUT AND DANCE SESSION

Ever popular, this segment will be hosted by a popular workout team to provide a fun and energised climax to the Nation Funathlon 2019

THE KIDS' ZONE

The Kids' Zone which was introduced 5 years ago remains a popular attraction for children. It offers face painting, jumping tents and special activities to help engage younger participants.

WHY BECOME A SPONSOR?

PRODUCT SAMPLING

Sponsors get the opportunity to offer free samples of their products and to distribute promotional items.

ENHANCED VISIBILITY

This event attracts a diverse group of people including locals and tourists alike and is a great way of introducing new products and increasing awareness for existing brands.

SOCIAL CONSCIENCE

By associating with one of the primary health-focused and exciting events on the Barbados social calendar, your company is perceived as a corporation invested in health and wellness for its staff, clients and the wider Barbadian community.

CREATE GOODWILL

Participating in this event allows your company to create goodwill in the local community, increases familiarity with your brand and builds customer franchise.



SPONSORSHIP PACKAGES

PLATINUM SPONSOR \$15,000

- One full page, full colour ad to promote product before event
- One 10" x 4" column full colour ad in the pre-event feature to be published in the newspaper and as an e-publication on nationnews.com
- Logo in six 3" x 1" column sponsor teaser ads
- Logo in approx. ten full page ads in the Nation newspaper promoting the event
- Two press releases related to sponsorship of the event
- Mention in all press releases associated to the event
- One press release presenting sponsorship cheque
- Logo on all associated print media ads in the newspaper
- Two interviews on VOB 92.9 FM or THE BEAT 104.1 FM prior to the event
- Mention in all associated radio promotions and ads
- Mention as a sponsor on any television promotion
- Logo on registration forms
- Logo printed on the front of all T-shirts for registered participants
- Opportunity to distribute promotional items and material in the event registration packs
- One 20 x 20 tent at finish for staff and promotional items
- Display of signage and other promotional materials at staging location
- Opportunity to distribute, promote and/or sample products at finish
- Mention as a sponsor by the MC at the event
- Opportunity to present six of the main prizes at the event
- Free entry for twenty (20) members of your company for the event with company name printed on the shirts
- Horizontal banner ad on the Nation Funathlon webpage
- Logo and company description on the Nation Funathlon webpage
- Promotion through Nation Connect services at the Premium level which includes – Five (5) email blasts, three (3) posts on the Nation's Corporate Facebook and Nation Twitter pages, two (2) posts on the Nation News Facebook page



GOLD SPONSOR \$10,000

- One 10" x 4" column, full colour ad to promote product before event
- One 7" x 3" column full colour ad in pre-event feature to be published in the newspaper and as an e-publication on nationnews.com
- Logo in four 3" x 1" column sponsor teaser ads
- Logo in approx. ten full page ads in the Nation newspaper promoting the event
- Mention in at least four Nation press releases promoting the event
- One press release presenting sponsorship cheque
- Logo on all associated print media ads in the newspaper
- Logo on three road banners strategically placed in and around Bridgetown
- Opportunity to distribute promotional items and material in the event registration packs
- Logo on all associated print media ads in the newspaper
- One interview on VOB 92.9 FM or THE BEAT 104.1 FM prior to the event
- Mention in all associated radio promotions and ads
- One 20 x 20 tent at finish for staff and promotional items
- Promoting/sampling products at finish
- Display of your banners and other promotional materials at finish
- Mention as a sponsor by the MC at the event
- Opportunity to present three of the main prizes at the event
- Free entry for fifteen (15) members of your company for the event with company name printed on the shirts
- Small banner ad on the Nation Funathlon webpage
- Logo on the Nation Funathlon webpage
- Promotion through Nation Connect services at the Advance level which includes – Three (3) email blasts, two (2) posts on the Nation's Corporate Facebook and Nation Twitter pages, one (1) posts on the Nation News Facebook page

SPONSORSHIP PACKAGES

SILVER SPONSOR \$7,500

- One 7" x 3" column full colour ad to promote product before event to appear in the newspaper
- One 7" x 3" column full colour ad in the pre-event feature to be published in the newspaper and as an e-publication on nationnews.com
- Logo in three 3" x 1" column sponsor teaser ad
- Logo in approx. ten full page ads in the Nation newspaper promoting the event
- Mention in at least two Nation press releases promoting the event
- One press release presenting sponsorship cheque
- Logo on all associated print media ads in the newspaper
- Mention in all associated radio promotions and ads
- One 10 x 10 tent at finish for staff and promotional items
- Mention as a sponsor by the MC at the event
- Opportunity to present two of the main prizes at the event
- Free entry for ten (10) members of your company with company name printed on the shirts
- Logo on the Nation Funathlon webpage



BRONZE SPONSOR \$5,000

- One 5" x 3" column full colour ad to promote product before event to appear in the newspaper
- One 5" x 3" column full colour ad in the pre-event feature to be published in the newspaper and as an e-publication on nationnews.com
- Logo in two 3" x 1" column sponsor teaser ad
- Logo in approx. ten full page ads in the Nation newspaper promoting the event
- Mention in at least one Nation press releases promoting the event
- One press release presenting sponsorship cheque
- Logo on all associated print media ads in the newspaper
- Mention in all associated radio promotions and ads
- One 10 x 10 tent at finish for staff and promotional items
- Mention as a sponsor by the MC at the event
- Opportunity to present one of the main prizes at the event
- Logo on Nation Funathlon webpage

OTHER SPONSORSHIP OPPORTUNITIES

GRAB BAG SPONSOR \$600

- Provide promotional items and sample products for registration packages

KEY FUNATHLON PRIZES

- Best Portrayal of Theme - \$500
- Biggest Registered School - \$1000

WATER STATIONS \$300 EACH 5 STATIONS TOTAL

- Brand a water station with your clever environmentally-friendly message, provide disposable gloves, cups and garbage bags for the volunteers and help keep the walkers and runners well watered and the route clean.



Nation
Funathlon
B A R B A D O



HOW TO BECOME A SPONSOR

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