



Waterbury Regional Chamber
driving business to business



and
Mayor Neil M. O'Leary
City of Waterbury

present

Waterbury
Official Destination of



THE MOST EPIC & REWARDING
LIVE ADVENTURALLY® IN AMERICA



FIREBALL RUN® is an epic 8 day, 15 city, 2,500 mile interactive adventure game. The journey is scripted to educate influential participants and entertain a live and feature film audience while aiding in the powerful cause to locate missing and exploited children. To date, **FIREBALL RUN** has aided in the recovery of 36 missing children across the United States.

WATERBURY is proud to be an overnight destination city in the September 21-29, 2012 "Northern Exposure". Waterbury will be visited by 80 - 100 influential business owners, corporate decision makers, celebrities and political leaders from the United States and Canada. Waterbury will be included in a feature film and streamed via website to millions of viewers during the live event. More than 5,000 people are expected to attend the rally and festivities planned for downtown Waterbury on September 27.

The 2011 **FIREBALL RUN** earned \$29 million in positive media and publicity. As a destination city, Waterbury will have the opportunity to earn millions of dollars in positive public relations and advertising.

Sponsors of Waterbury's Fireball Run will contribute to this history making opportunity. Sponsors will enjoy exclusive opportunities to network with **FIREBALL RUN** participants and have extensive advertising opportunities on both national and local levels.

Join local supporters as a Waterbury Fireball Run sponsor!



Costco Wholesale

Tom's Foreign Auto Parts

Yamin & Grant

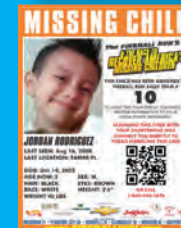
Sponsorship of Waterbury's participation in the Fireball Run will provide national and local business exposure while aiding in the mission to locate missing and exploited children.

SPONSORSHIP DEADLINE: March 31, 2012

The passion is the
race to **recover**

**AMERICA'S
MISSING
CHILDREN**

Fireball Run is also the catalyst for one of the largest national efforts to recover America's missing children; while journeying to under-discovered country, every **Fireball Run** team is on a never ending mission to distribute over 40,000 posters and raise awareness for missing children; an effort that to date has aided in the recovery of 36 children.



THE GAME IS AMERICA



THE ADVENTURE IS WATERBURY

Next Stop WATERBURY CONNECTICUT

TITLE SPONSOR

- **Company logo** prominently positioned on all marketing and promotional materials, including but not limited to: brochures, program books, newspaper ads, billboard(s), gift packages, signage and finish line banner
- **Logo and website link** on waterburychamber.com homepage
- **Company name** in all Waterbury FIREBALL RUN press releases and radio ads
- **Company name** and quote in president's "Chamber Happenings" column in Republican-American
- **Featured guest** during September, 2012 WATR Chamber radio show
- **Company marketing collateral** in guest packages for FIREBALL RUN influential participants
- **Full-page AD** in dinner program book
- **10 tickets to exclusive networking reception** and dinner with FIREBALL RUN participants at the Palace Theater
- **Exhibit table** at the Palace reception and dinner (optional)
- **Speaking opportunity** at the Palace reception and dinner

*Marketing and community investment: \$10,000
(Title sponsors are limited to 3)*

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PRESENTING SPONSOR

- **Company logo** prominently positioned on all marketing and promotional materials, including but not limited to: brochures, program books, newspaper ads, signage and finish line banner
- **Logo and website link** on waterburychamber.com homepage
- **Company name** in all Waterbury FIREBALL RUN press releases and radio ads
- **Company name** in president's "Chamber Happenings" column in Republican American
- **Half-page AD** in dinner program book
- **5 tickets to exclusive networking reception** and dinner with FIREBALL RUN participants at the Palace Theater
- **Exhibit table** at the Palace reception and dinner (optional)

*Marketing and community investment: \$5,000
(Presenting sponsorships are limited to 5)*

SUPPORTING SPONSOR

- **Company name** prominently positioned on all marketing and promotional materials, including but not limited to: brochures, program books, newspaper ads, signage and finish line banner
- **Logo and website link** on waterburychamber.com homepage
- **Company name** in all Waterbury FIREBALL RUN press releases
- **Company name** in president's "Chamber Happenings" column in Republican American
- **Quarter-page AD** in dinner program book
- **2 tickets to exclusive networking reception** and dinner with FIREBALL RUN participants at the Palace Theater

*Marketing and community investment: \$2,500
(Supporting sponsorships are limited to 10)*



Yes, I would like to Sponsor
The Fireball Run!

PLEASE CHECK YOUR SPONSORSHIP LEVEL:

TITLE SPONSOR
Marketing and community investment:
\$10,000

PRESENTING SPONSOR
Marketing and community investment:
\$5,000

SUPPORTING SPONSOR
Marketing and community investment:
\$2,500

DONATION
Amount: _____

Company Name _____

Phone _____

Billing Address _____

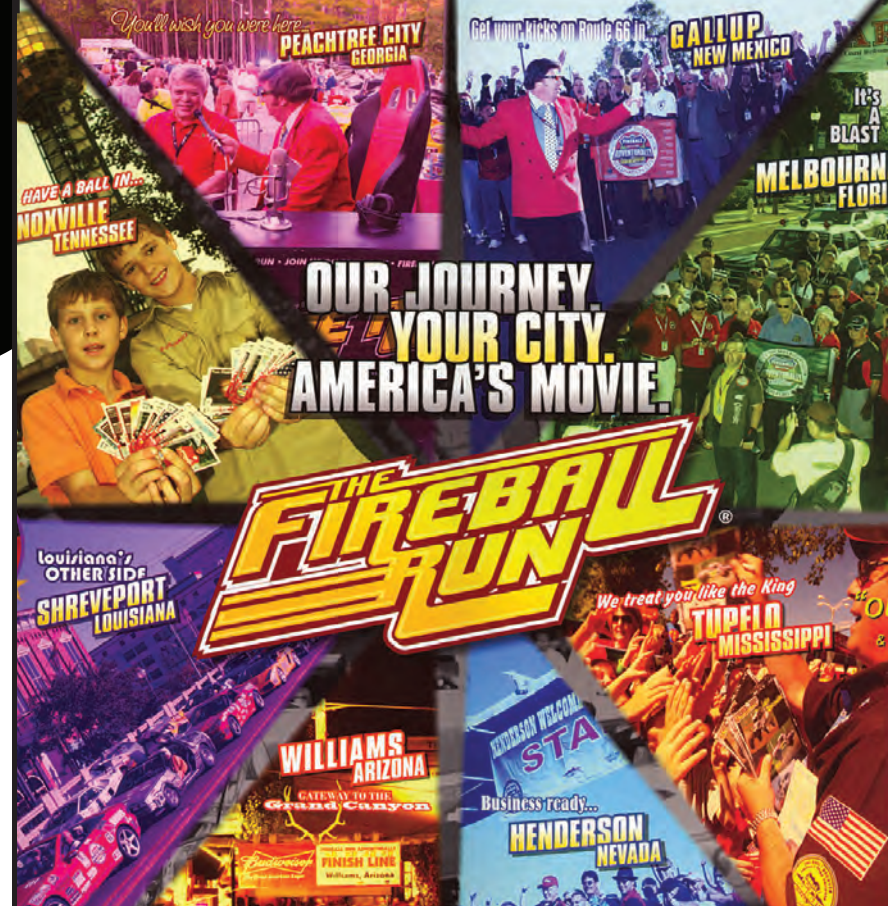
Contact _____

Credit Card # _____

Expiration Date _____ Sec. Code _____

Check enclosed Please bill me
(payment in full due by 8/1/12)

For more information contact:
Lynn Ward, President & CEO
Waterbury Regional Chamber
at 203-757-0701 or lward@waterburychamber.com



**NEXT STOP
WATERBURY CONNECTICUT!**



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www.waterburychamber.com
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