

2018 Goody Bag Program



A great way for your business or organization to reach all the runners in the Christie Clinic Illinois Marathon Weekend is to participate in our goody bag program. In 2018, we are unveiling a hybrid goody bag program. Vendors have a choice of three different options described below and may choose to participate in any or all of the three options.

OPTION 1—VIRTUAL RACE BAG (\$300)

Using a fully-integrated online platform, vendors create their unique offer, which then becomes part of the digital goody bag that is emailed to all entrants before and after the race. The virtual race bag option allows you to deliver information and special offers in an efficient and cost-effective manner. You will receive a link to the platform to create your virtual ad.

OPTION 2—COUPON CARD (\$500—WHICH INCLUDES THE PRINTING OF THE STRIP)

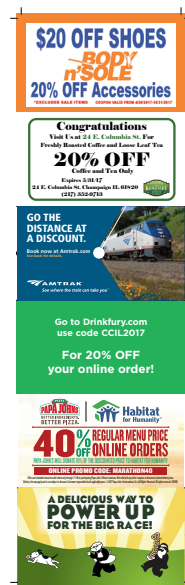
Each coupon card features six companies or events. A perforation separates the cards so they can be torn off easily. Entrants are hand delivered the coupon cards when they receive their drawstring bag at the expo. Vendor provides camera-ready art. Design specs (see sample card, right): 2-sided, full-color, 4.25 inches wide by 2.5 inches tall (total image area per card is 8.5 x 5). **Art deadline: March 26**

OPTION 3—PRODUCT SAMPLING (\$300)

New in 2018 is our product sampling area at the expo. By “sample,” we mean a physical item (vitamins, BioFreeze, blister products, etc). No paper allowed. 15,000 samples will reach all races. 1200 samples needed if targeting the Youth Run only (price will be prorated). Items for product sampling must be received by **April 16, 2018** and sent to the following address: Christie Clinic Illinois Marathon, c/o Human Kinetics, 1607 N Market St, Champaign IL 61820.



Front



Back

Champaign-Urbana, Illinois

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- Yes, we would like to participate in the virtual race bag option. Our \$300 fee is enclosed.
- Yes, we would like to participate in the coupon strip option. Our \$500 fee is enclosed.
- Yes, we would like to participate in the product sampling option. Our \$300 fee is enclosed.

Describe your promotional item _____

Name _____

Title _____

Company _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

E-mail _____ Web site _____

Make your check payable to C-U Marathon, LLC. Credit card payment is also acceptable (see next page). Mail your completed form and payment to Christie Clinic Illinois Marathon, P.O. Box 262, Champaign IL 61824, or FAX to 217/363-3163, Attn: Lynn Zoll.

Signature _____

Date _____

Champaign-Urbana, Illinois

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CREDIT CARD AUTHORIZATION

I am electing to pay with a credit card (MasterCard, Visa, Discover, or American Express). My card information appears below. I agree that my company will be charged a 3% credit card processing fee in addition to the goody bag fee.

Name on the card _____

Credit card # _____

Expiration date _____

3-digit code on the back of card (Visa, MC, Discover) _____

Last 4 digits on the front of card (American Express only) _____

Circle which type of card: MasterCard Visa Discover American Express

Amount _____

Billed company _____

City/State/Zip _____

Billed phone number _____

Signature (required) _____

Mail your completed application to
Christie Clinic Illinois Marathon
P.O. Box 262
Champaign, IL 61824
or fax it to
217/363-3163
Attn: Lynn Zoll

Champaign-Urbana, Illinois