

Virtual Race
Sponsorship Opportunities
April 2020



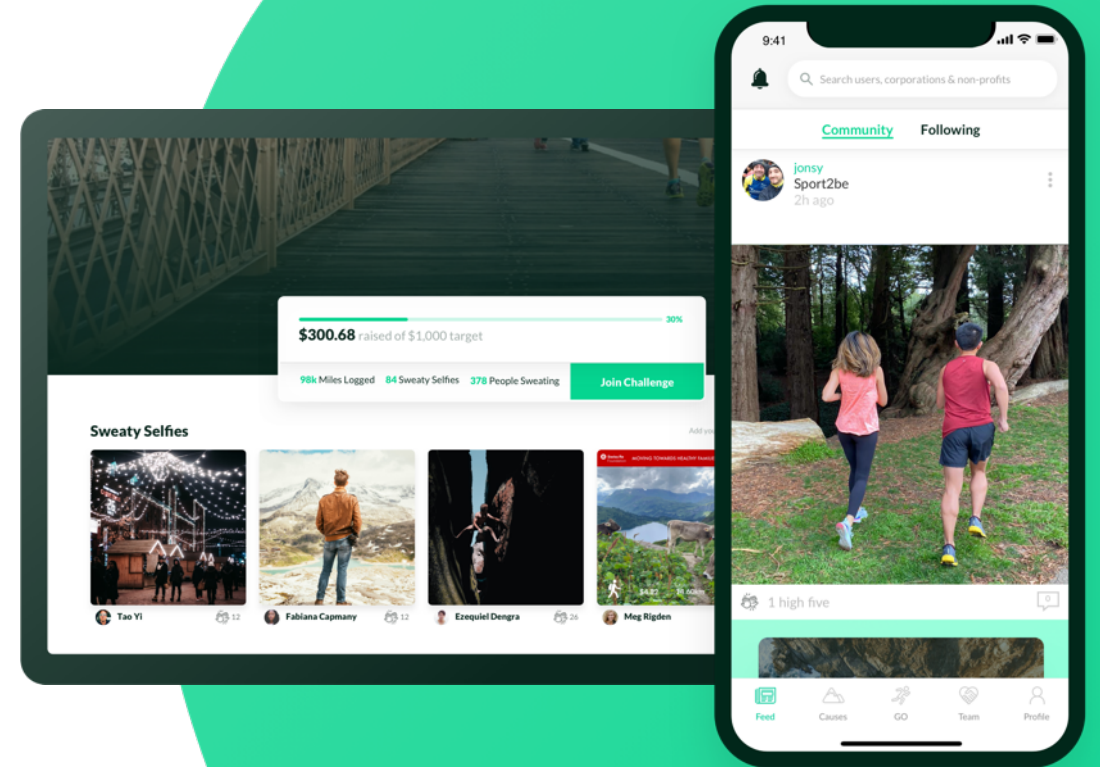
a social business building a global community of sweaty change makers

Thank you for organizing your virtual race using atlasGO as the solution for technical implementation!

As with a physical race, you can offer sponsors visibility and interaction with your community through atlasGO.

To support you with the organization of your virtual race and with the outreach to potential sponsors, we're happy to present you with some ideas and possibilities atlasGO can offer to your sponsors.

Good luck with your virtual race!



Overview/example: Sponsoring Opportunities on atlasGO

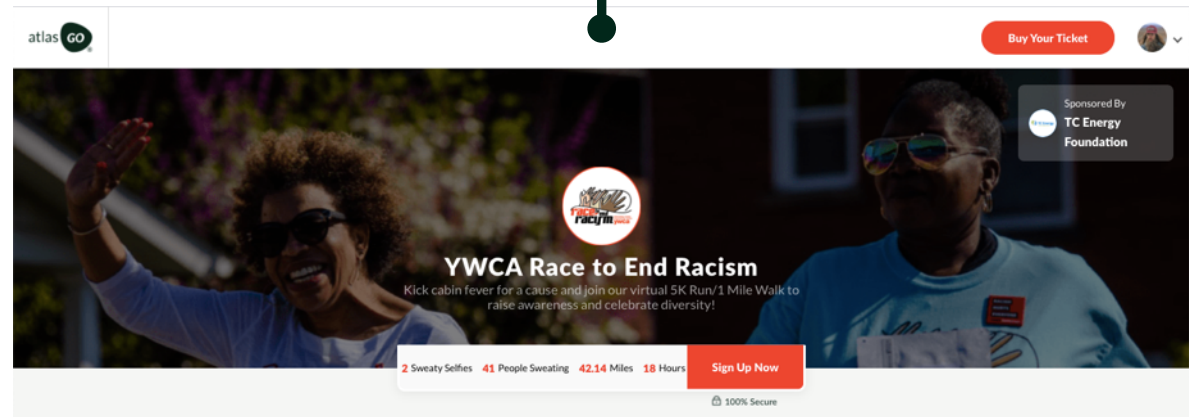
	Main Sponsor*	2 nd tier sponsors	3 rd tier sponsors	More information
Registration/Challenge Page				
Header logo	x			
Logo placement	x	x		Slide 5
Name placement	x	x	x	
atlasGO Application				
Profile with logo and information	x			Slide 6
Filters for “Sweaty Selfies”	x	x		
Email Communication				
Featured Story	x			Slide 7
Thank you email	x	x	x	
Logo	x	x		
Name Placement	x	x	x	
Push Notifications				
Push Notifications (up to 100 characters)	x			Slide 8
Gamification Strategies				
Name/Title Sponsorship	x			Slide 9
Ticket Sponsorship		x		
Impact Sponsorship	x	x		
Activity Sponsorship	x	x		
Employee Engagement	x	x	x	

Registration/Challenge Page

Feature your sponsors on the registration/
Challenge page!

Header Logo

Feature your main sponsor prominently on the top right of your Registration/Challenge Website



FINISH LINE SPONSOR



FINISH LINE SPONSOR



MILE MARKER SPONSOR



MILE MARKER SPONSOR



MILE MARKER SPONSOR



GOLD SPONSOR



GOLD SPONSOR



MEDIA SPONSOR



MEDIA SPONSOR



Logo & Name Placement

Feature your partners and sponsorship categories in a special "Our Sponsors" Section on the Registration/Challenge page of your Virtual Race.

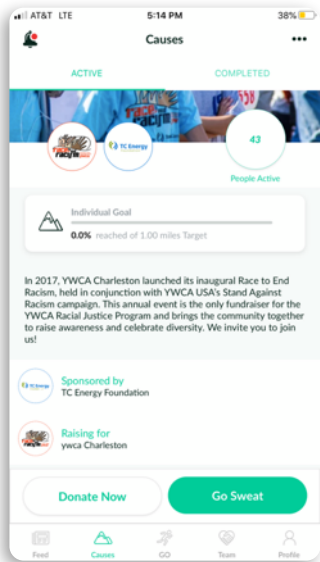
QUESTIONS? REACH OUT TO US!

An initiative by:

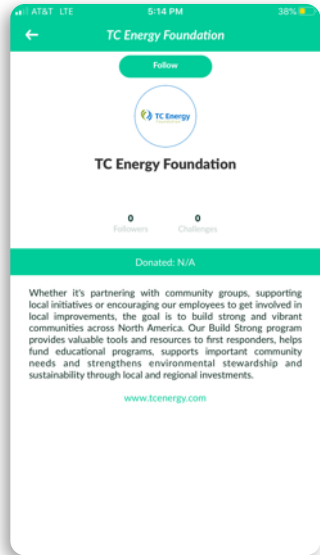
YWCA Charleston, WV
1426 Kanawha Blvd E
Charleston, WV 25301

Technical implementation:

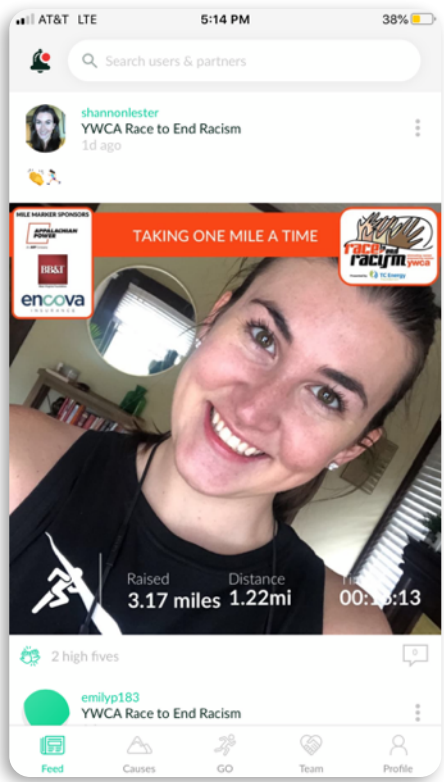
atlasGO
77 Van Ness Avenue
San Francisco, CA 94102



Profile with Logo and information (I)
 Feature your title/main sponsor prominently on the atlasGO App.



Profile with Logo and information (II)
 The sponsor can pitch their business or CSR activities on the atlasGO app

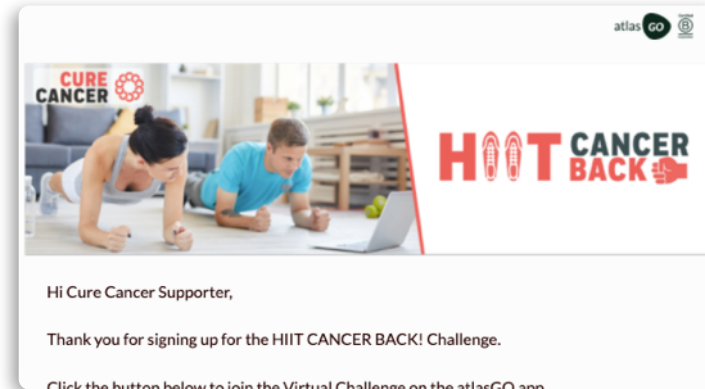


Filters / Sweaty Selfies
 atlasGO is a hybrid between an activity and social media app. You users will be able to post selfies and pictures of their activities on the app. Sponsors can be placed on filters. Multiple filters per Virtual Race are possible. Sweaty selfies can be shared easily on social media apps such as Instagram or Facebook

atlasGO Application
 Give your main sponsor(s) visibility on the app and use the “sweaty selfie” feature to tap into other social media channels!

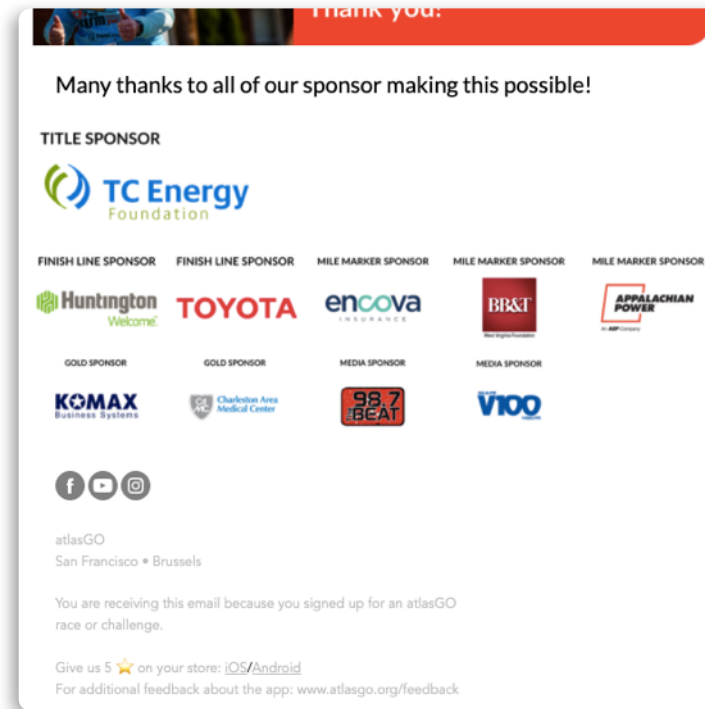
Email Communication

Give your sponsors a prominent spot for your communication campaign during your virtual race.



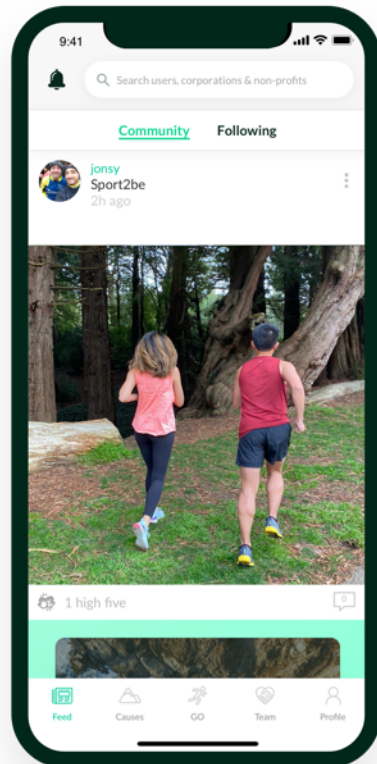
Logo Placement (I)
Feature your title/main sponsor prominently in the header of your email campaign.

Logo & Name Placement (II)
Feature your sponsors in each email



More ideas to make your sponsors seen!

- Dedicate one email blast to thank your sponsors
- Feature your main sponsors in stories, interviews, etc. that you share with your community by email
- Have special sponsors to celebrate milestones (see slide 9 for more information)



Keep up the good work!
Your first mile is sponsored by
Encova Insurance!

Push Notifications
Use our push notification feature to say thank
you
to your sponsors during a race!

Gamification Strategies

atlasGO provides you the opportunity to further involve your sponsors in an innovative manner!

Name/Title Sponsorship

How does it work?

Incorporate the name of your main sponsor into the name of your virtual race

Example

- YWCA Race Against Racism powered by TC Energy
- Patagonia for a Cause Marathon

Ticket Sponsorship

How does it work?

Incorporate the name of your sponsor into the categories of your race

Example

- Danone 1-mile walk

Impact Sponsorship

How does it work?

Boost your users by making your sponsors commit an amount for every mile posted on atlasGO during your virtual race! Feature your impact sponsors on fitters, emails and more!

Example

- Allbirds sponsors \$1 for every mile posted on atlasGO Until 50,000 miles are reached

Activity Sponsorships

How does it work?

If your challenge offers multiple activities (e.g. running, yoga and meditation), you can offer activity sponsorships!

Example

- Yoga presented by Athleta

Employee Engagement

How does it work?

Offer your sponsors promocode to invite their employees to participate in your Virtual Race for free or with a discount code. We can also create corporate teams within a virtual race!

Example

- Unilever is your title sponsor and Unilever employees can participate in the virtual race with a promocode

Let's **GO** !

olivier@atlasgo.org

