

# DRIVE NEW SPONSOR REVENUE



ChronoTrack Live provides opportunities for your partners to get involved in sponsor programs that help generate you new revenue.

## RESULT SPONSOR

### PROGRAM DETAILS:

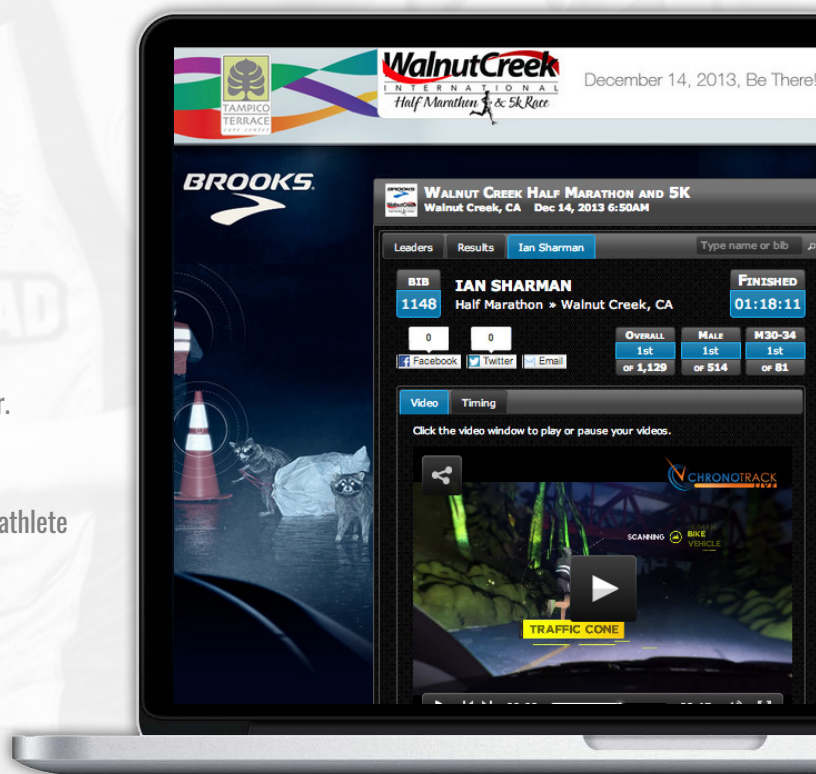
Real-time results provide an interactive, searchable results site to view race leaderboards, search for athletes and access their splits, pace and finish times.

#### SPONSOR OPPORTUNITY

- Customize the real-time results background to include your sponsor.

#### SPONSOR BENEFITS:

- The results interface averages 6-7 unique visits for every finishing athlete
- Easy social share options mean 10-20% of finishers share on Facebook and Twitter.



“ ChronoTrack Live’s online and mobile results, as well as the athlete update services were a big hit with the event audience, spectators and runners alike. It was an added bonus that these services offered us new platforms to attract sponsors. Truly a win-win proposition. ”

PETER DELANEY, RACE DIRECTOR | KEY BANK VERMONT CITY MARATHON

# ATHLETE VIDEO SPONSOR:

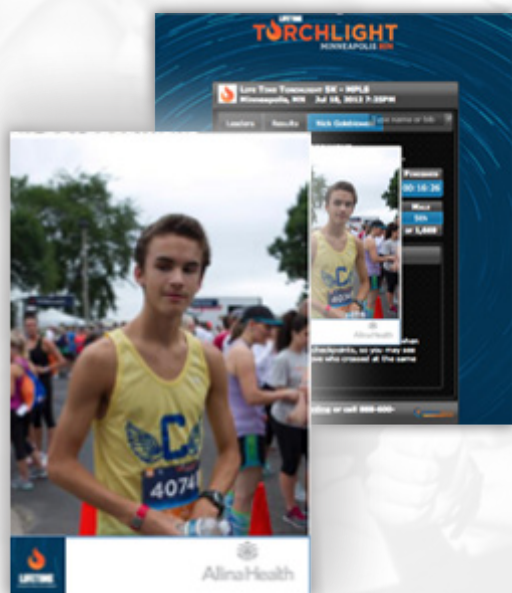
Athlete video allows spectators and athletes to watch 15 second finishing clips at various split points on the course.

## SPONSOR OPPORTUNITY

- Include a short pre-roll video or static ad that is played before each video viewed by athletes

## SPONSOR BENEFITS:

- The videos are played 6-8 times for every finishing athlete
- The videos are easily shared on Facebook and Twitter for more engagement



# DIGITAL PHOTOGRAPHY:

Digital photography packages can be sent free by a sponsor or at a reduced cost.

## SPONSOR OPPORTUNITY

- Digital photography packages watermarked or branded with sponsor logo.

## SPONSOR BENEFITS:

- Free or reduced cost photo download increases viewing and sharing
- Photo views vary greatly on race distance but minimum engagements is 2-3 views per finishing athlete

# ATHLETE UPDATES SPONSOR:

Real-time updates from the course are delivered to an athlete and their social network allowing friends and family to comment and engage.

## SPONSOR OPPORTUNITY

- The athlete update sponsor gets branding and mentions in the athlete update and on the athlete update sign up page

## SPONSOR BENEFITS:

- The Athlete Update sign-up widget placed on site can be presented by sponsors
- Sponsors secure placement in the "social conversation"
- An average of 40 people will view a branded social media post of a single finishing athlete.

