



CORPORATE SPONSOR

KENTUCKY THREE-DAY EVENT FACTS AND STATS

84,000
in attendance in 2016



85% FEMALE

80% attendance from
outside Kentucky



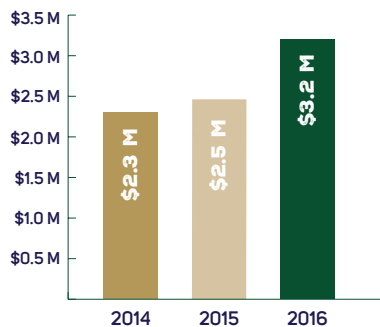
35%
have attended the
event for **6+** years



60% of patrons have an annual income of **100K+**
33% of patrons annual income range from **150K+**

**69.3% STAY FOR THREE
NIGHTS OR GREATER**

VENDOR PRODUCT SALES



WWW.RK3DE.ORG

received an average of **420,825 page views** from
April 2015 – May 2016, with April 2016 receiving
2.4 MILLION PAGE VIEWS

**7,000 Official Event
Programs will be
produced**



**KENTUCKY THREE-DAY EVENT'S
ANNUAL ECONOMIC IMPACT
ON KENTUCKY = \$14 MILLION**





Participating as a **Corporate Sponsor** at the Kentucky Three-Day Event will provide your company with a significant amount of exposure and opportunities to network with spectators, owners, competitors and other sponsors.

Sponsor Village — Corporate Sponsors' premiere display location — is in close proximity to Rolex Stadium, the main arena for competition. For more information regarding available locations in Sponsor Village, please contact the Director of Development.

CORPORATE SPONSORSHIP: \$16,500

- 20'x20' Corporate Tent in Sponsor Village with ID Sign
- Four (4) Black -Samsonite Folding Chairs
- Four (4) Worker Passes
- Two (2) Worker Parking Passes
- One (1) 2'x8' sign with logo on Nina Bonnie Blvd.
- One (1) 2'x8' sign with logo on Marks Lane
- Two (2) Cross-Country Obstacles Signs
- Recognition on Master Scoreboard
- Logo included on Sponsor Recognition Board at the General Admission Event Entrance
- One (1) :30 second commercial (provided by Sponsor). Run Time and Day TBD by Organizer
- Six (6) Sponsor Hospitality Pavilion Admittance Tickets (6 per day TH-SUN)
- Six (6) Invitations to Wednesday evening's Sponsor and Competitor Reception
- Six (6) Invitations to the Winner's Celebration on Sunday Afternoon
- Six (6) Official RK3DE Programs
- Three (3) Sponsor Parking Passes
- Daily PA Announcements
- 10-Second Crawl on Closed-Circuit Televisions
- One (1) full page advertisement in the Official RK3DE Program
- Logo and link on Sponsor Recognition Page of the Official RK3DE Website
- Logo and link included on Sponsor section of the Official RK3DE Mobile
- Social Media – Facebook and Twitter



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