

THE GAME IS AMERICA



With ANNOUNCER **RON SEGGI**
the JOHNNY CARSON of RADIO

THE FIREBALL RUN

LIVE ADVENTURALLY & MOTION PICTURE PRODUCTION SERIES



THE ADVENTURE IS WATERBURY



NEXT STOP WATERBURY CONNECTICUT!



For more information call:
Lynn Ward, President & CEO
Waterbury Regional Chamber
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Waterbury Regional Chamber
driving business to business
www.waterburychamber.com
83 Bank Street, P.O. Box 1469
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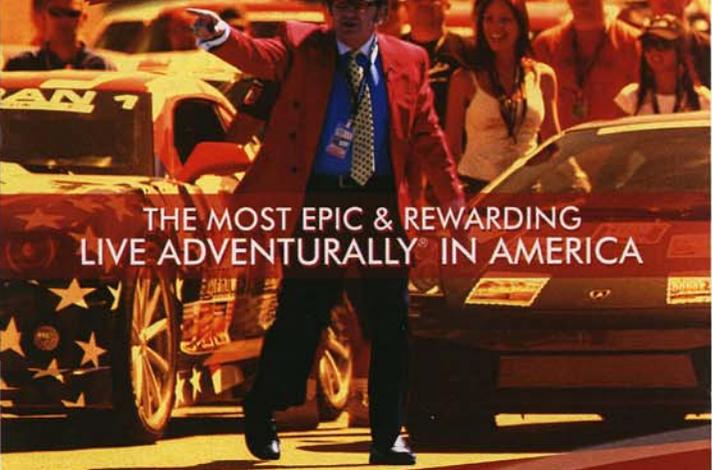
Waterbury Regional Chamber
driving business to business



and
Mayor Neil M. O'Leary
City of Waterbury

present
Waterbury
Official Destination of

THE FIREBALL RUN



THE MOST EPIC & REWARDING
LIVE ADVENTURALLY IN AMERICA

September 27, 2012

Waterbury picked as road rally destination

Producer cites 'epic turnaround' for Brass City

BY DAVID KRECHEVSKY
REPUBLICAN-AMERICAN

WATERBURY — The 2012 Fireball Run Adventurally Northern Exposure is coming to Waterbury.

"On behalf of the Fireball Run, we enthusiastically accept the city of Waterbury as an official destination in the most epic and rewarding live Adventurally in America," a message e-mailed to city officials on Monday states.



» To learn more, visit the website fireballrun.com

In what the event's executive producer called a "record turn-

THE FIREBALL RUN

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)

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

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 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's Green on September 26 or 27 (date to be finalized soon).

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. Sponsorship funds will be used to underwrite expenses such as advertising, travel and accommodations, audio visual and staging, food and beverages (reception and dinner), Mayor's welcome video (for film inclusion), printing, gift bags, car wash, security, administration, and more.

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 five)

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 ten)

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.

