



Promote your company or organization and your products and services at the 2010 River City Relay™.

In September, 2010, business women and men in Richmond will be participating in the Relay, a walking relay race among teams of five people dressed in office attire and sport shoes. Participants must abide by all pedestrian traffic rules - including crosswalks and stoplights. This fun even will be held in downtown Richmond beginning at 10:30 am. Proceeds from the Relay will help fund the professional development activities provided by the River City Express Network (RCEN) of the American Business Women's Association (ABWA) to local area businesswomen.

We invite you to become a sponsor and contribute to this worthwhile event by making a monetary, product or service donation. Your company will be promoted as a Relay sponsor in news releases, and event promotions - and be seen by spectators and participants in this healthy and fun event. It's a great way to show your support for the working women in our community and to support the educational opportunities and scholarship programs provided by RCEN and ABWA to improve women's professional development.

ABWA is a national association of working women in hundreds of local chapters and networks across the country. Our mission is to bring together businesswomen of diverse occupations and to provide them opportunities to help themselves and others grow personally and professionally through leadership, education, networking support and national recognition. ABWA is devoted to advancing working women through the development of individual skills, leadership abilities and business relationships. ABWA also helps thousands of women realize their educational goals through local and national scholarships.

The River City Express Network of ABWA was founded in Richmond in 2001 to provide Richmond area business women a unique opportunity to enrich their lives through relationship building, education and professional development.

For more information about RCEN and the River City Relay™, visit our website at www.RiverCityExpressNetwork.org. For sponsor information, contact Cindy Mims at camims12@gmail.com or Marianne Lawrence at marianne@trgmail.net.

RIVER CITY RELAY™

HOW YOU CAN HELP

TEAM SPONSOR \$250

A fitness activity, a team–building experience, exposure for your company and employees - join in the fun of this “out of the box” networking event!

RELAY POINT SPONSOR \$1,000

Includes two team registrations.

Marketing exposure for your company/organization at one of four relay points along the Relay route: #1 - James Center Plaza (10th and Cary Streets), #2 - Carpenter Center (6th and Grace Streets), #3 - Capital Square (9th and Bank Streets), #4 - James Center Plaza (10th and Cary Streets).

MEDAL LEVEL RACE SPONSORS:

Introduction as sponsor at event; listing on event banners, souvenir tee shirts and other promotional items; promotion in press releases and other event promotions.

GOLD LEVEL RACE SPONSOR \$500

Includes one team registration.

SILVER LEVEL RACE SPONSOR \$250

Includes one team registration discounted to \$150.

BRONZE LEVEL RACE SPONSOR \$125

FITNESS SPONSOR

Promote your fitness/sports/athletic club or facility by providing a facilitator for our pre-race “warm-up“ exercise activity.

WATER SPONSOR

Market your company as the provider of bottled water for relay participants at the Start/Finish area and relay points.

REFRESHMENT SPONSOR

Promote your products by providing refreshments such as energy bars and low-calorie snacks for relay participants at the Start/Finish area and relay points.