

Become a BBTM Featured Event 2018: Promotional Benefits

Every known Mile receives a <u>free</u> BBTM Calendar listing, and for <u>only</u> \$359, your event will be prominently featured, hi-lighted and promoted on BringBacktheMile.com as well as on BBTM's Mile wire e-newsletter and our highly engaged social media channels. Featured Event promotional benefits for your Mile include:

- ★ Featured at the top of our <u>Mile Calendar</u> with your logo and event summary. Our Calendar page is the most visited BBTM web page.
- Rise to the top of Calendar search results with red star designation.
- Exclusive event summary page with complete information (see below), a map of your event, plus results post-event as well as event newsfeed. See online examples of <u>State</u> <u>Street Mile</u> and <u>GNC Live Well Liberty Mile</u>.
- Mile wire e-newsletter inclusion and highly engaged social media posts powered by Bring Back the Mile as well as your event <u>news</u> featured on BringBacktheMile.com and BBTM logo use.

In addition to the above promotional benefits, the Bring Back the Mile team will work with you to share the compelling stories of the participating Milers, your community and the event's history.

| Fri. July 28, 7:00pm | adi e |
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| Pittsburgh, PA | IVI IL.E |
| #Tour2017 | Mag. Satella III |
| This unique 1 Mile road race in downtown Pittsburgh is short, fast and fun for the whole family. The evening event features six waves of runners from the recreational level to the professional | Museum () |
| level with competitors and participants alike. The 6th CNC Live | Primanti Bros |
| Well Liberty Mile offers \$30,200 in prize money with a \$25,000 American Development Program Pro Mile purse and \$5000 for | and the second second second second |
| each Open race champion! | A A A A A A A A A A A A A A A A A A A |
| The CNC Live Well Liberty Mile is also the third stop on the Bring | a set and a set and a set and a set and a set |
| Back the Mile Grand Prix Tour 2017. | a sal sal se |
| This running event is Pittsburgh's premier community street run | Gasala |
| for all ages and abilities for years to come. Whether you run | Map data 02017 Google Terms of Use Report a map error |
| marathons, track, cross country or simply run to stay fit, this City o | f Champion's event is for you! Go Mile, America's distance! |
| EVENT RECORDS | |
| 3-59 Jordan McNamara (USA / OR), 2015, and Craig Miller (USA / W | /0, 2012 |
| 4:32 Heather Kampf (USA / MN), 2013 | |
| 2017 GNC Live Well Liberty Mile Champions | |
| Ben Blankenship (USA / OR), 4:05, defended title | |
| Emily Lipari (USA / MA), 4:35 | |
| 2017 ADP Pro Mile \$25,000 prize purse breakdown: \$5000, \$301 | 00. \$2000. \$1000. \$750. \$500 and \$250 (seven deep per |
| gender). | |
| The GNC Live Well Liberty Mile has also been a stop on the Bring t | Back the Mile Grand Prix Tour 2014-16 and the event was |
| also the 11th stop on the nationwide inaugural Bring Back the Mi | le Tour 2013. |
| Elite athlete contact, Ryan Hogan: ryan.hogan@p3r.org | |
| >> Facebook Page | |
| >> Twitter Feed | |
| EVENT WEBSITE | |
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The <u>Making the Most of Your Mile</u> series is an example of such story-telling.

BBTM also offers media & PR operational and on-site support for events, including Big Picture strategy, press release development, media outreach as well as sponsorship, event and athlete consulting.

For more information, contact Marketing Director David Monico at: <u>david@bringbackthemile.com</u>

We look forward to working with you to elevate and celebrate your Mile in our sport and beyond.

ELEVATE * CELEBRATE