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WHAT ARE YOU EATING?™

How to Partner with Rock 'n' Roll

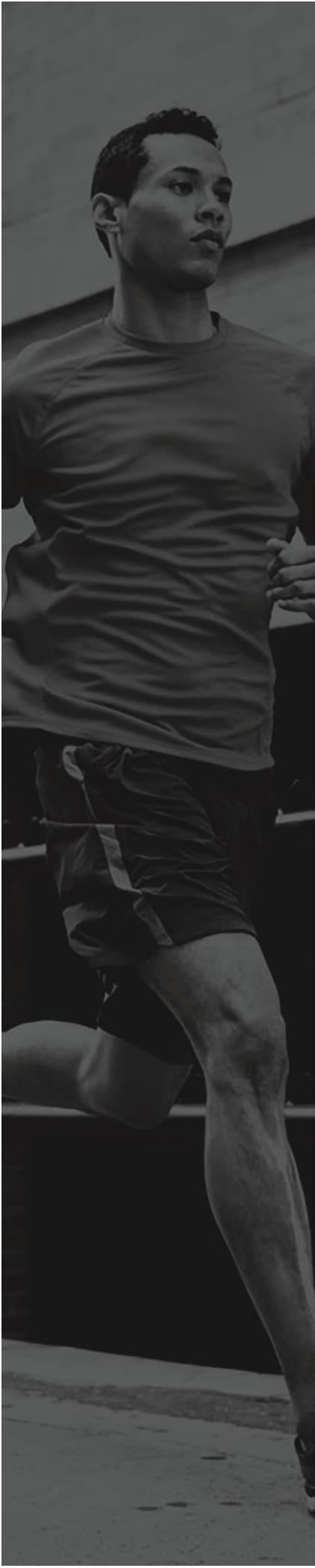
Rock 'n' Roll Marathon Events: National Opportunities & Direct Integrations with Potatoes USA

Potatoes USA is an official partner for the Rock 'n' Roll Marathon Series in 2018-19, and the potato industry has the opportunity to partner with them as well.

- **Are you looking to get involved with Rock 'n' Roll?** There are several opportunities for industry members to do so. Here are a few things to keep in mind while evaluating if a partnership with Rock 'n' Roll (RnR) is right for you:
- **Financial investment:** Partnerships with RnR start under \$2,500 and can scale much higher. This is not the most low-cost sponsorship out there, but it can be very high impact and the reach is significant.
- **Target Audience:** Are you looking for larger regional or even national impact? Then this just might be the partnership for you. RnR pulls athletes from all over the nation and is a great way to get your message out.
- **Race Location:** Check the RnR Marathons [race schedule](#) to confirm if there is a race near you at a desirable time.
- **Personnel/Staffing:** Partnerships with RnR demand some level of man power, all varying depending on your commitment level. Keep in mind who you might have available or who you might need to hire to staff the race activation on your behalf. Consider that you might need people that can lift heavy boxes and set up a booth space.

Sounds like a fit? If the above elements align with your business objectives and goals, there are a number of ways the industry can get involved. In short, they fall into the following categories:

Digital presence – The leanest level of an integration with RnR, industry members can activate a digital-only level partnership. This type of partnership – and the cost – is scalable pending interest level, budget and goals, and could consist of:



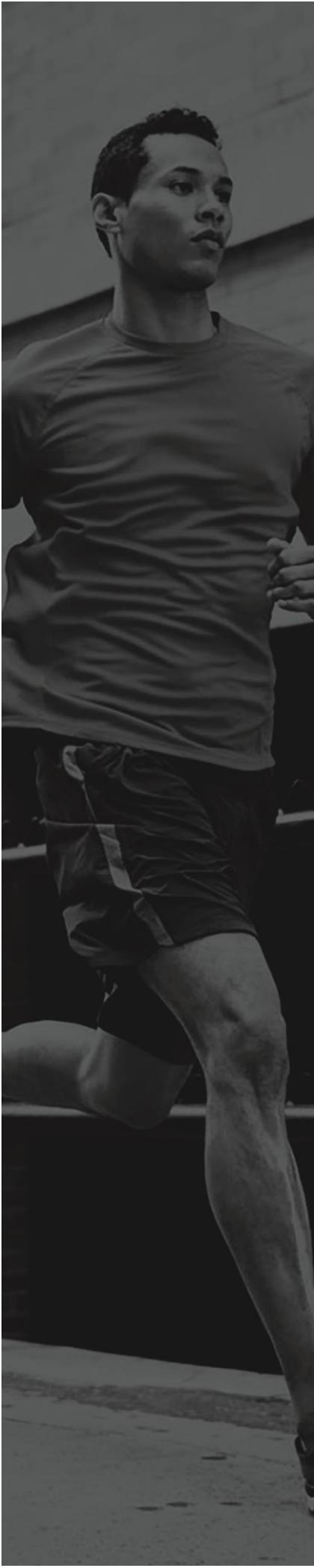
- a. Digital inclusions such as logo features on event websites, newsletter inclusions, digital ads and more.
- b. Staffing for this type of presence is not needed, but there is some degree of copywriting involved in drafting the newsletter inclusions and social posts.
- c. Potatoes USA will have sample copy and photo assets available for reference and use, as well.
- d. The cost of digital partnerships with RnR vary, but should be expected to start around **\$2,000**.

Co-branded presence – Potatoes USA is making it easy for industry members to integrate into its RnR race efforts on-the-ground at a variety of levels. Co- branded opportunities are available at **Chicago, Philadelphia, San Antonio** and **San Francisco** races. Exact partnerships are flexible, but could entail:

- a. Industry members sponsoring their own booth alongside Potatoes USA's space at the pre-race Health & Fitness Expo, Finish Line Festival, or both! If branded materials are needed, industry members can borrow branded event materials from Potatoes USA.
- b. With this level of partnership, industry members would need to account for about 2-4 people to staff the event.
- c. Potatoes USA has negotiated a special deal with RnR. If industry members want to join it will be a flat fee of **\$2,500** and no additional contracting would need to be coordinated for this level of partnership.
- d. Additional costs of items, such as sampling and giveaway items, are not included and would need to be considered.

Lead presence – Any industry member can partner with RnR on their own, regardless of Potatoes USA's presence at certain races. As an independent partner at an RnR race, industry members can:

- a. Coordinate sampling and facilitate other 1-1 interactions via a booth presence at the pre-race Health & Fitness Expo and Finish Line Festival.
- b. Beyond that, industry members are encouraged to integrate their own ongoing marketing efforts with the race, all to be negotiated, coordinated and confirmed with RnR directly.
- c. Budget is scalable, with sponsorship fees **starting around**
- d. **\$10,000** plus costs for travel, giveaway items, etc.
Please note, this level does require a separate contract and negotiation process that the industry organization or individual would largely coordinate on their own.



Instructions for Getting Involved:

1. Identify the level at which you want to be involved (co-branded, lead and/or
2. digital).
3. Identify which race(s) at which you would like to activate – available for reference [here](#).
4. Once you have identified the level and race(s) please contact Renee at
5. Renee@PotatoesUSA.com
6. From there, Potatoes USA will connect you with the appropriate parties so that goals, budget and activation ideas can be discussed.
7. From there, team will collaborate to identify pertinent deadlines and next steps pending level of involvement.