



Potatoes. Real Food. Real Performance.™

WHAT ARE YOU EATING?™

How to Sponsor Events in Your Local Market

Rock 'n' Roll Marathon not coming to a location near you? That's okay – you can still leverage the “*What are You Eating?*” campaign at other athletic events happening in your local market. The key is to select an event that has a natural link to athletic performance. When selecting an event to sponsor be sure it meets the following criteria:

- It is performance-based. Something serious athletes train for; they care about their time (or score) and are looking to perform better than their last event. Fun runs, silly costumes, color runs and charity walks are *not* the type of events to target with this campaign. Instead look for marathons, triathlons, Crossfit competitions, tactical/obstacle course events, etc.
- It has an organized pre-race or post-race activities that include sponsored booths and allow food sampling. A good rule of thumb is to check the sponsor list of the previous year to be sure your booth will be in good company, with complementary performance-based products.

The good news is that there are a lot of events nationwide to choose from - from marathons to Crossfit competitions, you can utilize these localized events to elevate the potato's collective performance message.

How to sponsor a local run, race or athletic event:

- **Step One:** check your local calendars for large sporting events in your area. Make sure that it meets the criteria checklist, above. Narrow down your selection and plan ahead, many events are looking for sponsors 6-9 months in advance.
- **Step Two:** locate the event sponsorship coordinator and reach out.
- **Step Three:** Activate your sponsorship! Potatoes USA is here with performance-branded materials and event equipment to help you set up a relevant a booth at any applicable athletic event.