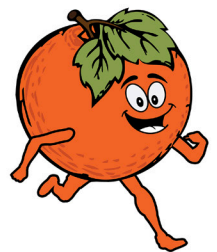


# CRUSH

## YOUR SOLE.

(IT'S FOR A GOOD CAUSE)



[CRUSHNRUN.COM](http://CRUSHNRUN.COM)



# AHHHHH, THE CRUSH

Waterman's Original Orange Crush was the springboard for Waterman's signature line of fresh-squeezed citrus cocktails, and the drink that created a cult-like following since Waterman's first introduced this fresh-squeezed goodness to Virginia Beach nearly a decade ago. Last year, Waterman's bartenders served nearly a half-million of the fresh-squeezed cocktails. To put it in perspective, if Waterman's bartenders balanced them all along the rail of the Chesapeake Bay Bridge Tunnel, the cups would stretch end to end... and then some.



## BUT WAIT. THERE'S MORE.

The cocktail went viral, inspiring it's own line of T-shirts and glassware and has been profiled or featured on several television shows to include: The Travel Channel's *Bikinis and Boardwalks* and Zane Lamprey's *Drinking Made Easy*. Through staff dedication, an annual event called Crush Fest, and on-going promotions in-house, the power of the Orange Crush has helped us reach our goal of a half million dollars donated for the building of Waterman's Dream Lake at "Camp Grom" in Virginia Beach. This lake provides an oasis for fishing, cable wake-boarding, and much more for wounded warriors, families of the fallen and adults and children with disabilities. Thanks for your help reaching

our goal; we are ready to dedicate our event to future projects and other local charities.

## FROM CRUSH FEST TO CRUSH N'RUN!

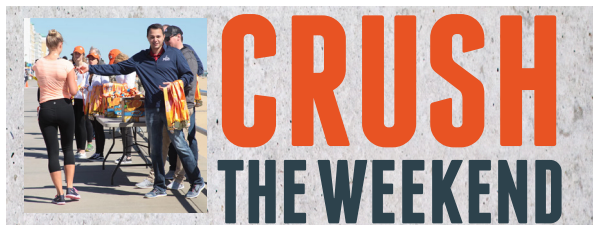
After close to a decade of hosting a crowd as large as 10,000 people at an annual event called Crush Fest, which was held at a local campground, the "South End Trifecta" team of Waterman's, Chix and The Shack have decided to bring this event back to where it all started...our little slice of the oceanfront between 5th and 8th! All of our venues participate in a weekend loaded with events and attractions to get customers down to the oceanfront and to provide maximum exposure for your business all while supporting a healthy lifestyle and local charities.





## SATURDAY, APRIL 6TH IS THE

We like to give our sponsors the ultimate value with their partnership in our events. With that in mind, as a sponsor of Crush N' Run, you will be at the forefront of the South End all weekend long. With three popular and happenin' restaurants within a few short blocks of each other at the Oceanfront, we've decided to make two days of events, live music, and, of course, Orange Crushes—to provide our sponsors additional opportunities for exposure all weekend long.



## FRIDAY, APRIL 5:

**CRUSH N' RUN PACKET PICK UP**  
REGISTRATION AND/OR PICK UP  
4PM-7PM AT THE SHACK

**CARBO-LOAD PASTA PARTY**  
4PM 'TIL CLOSE AT CHIX

**PRE-RACE PARTY AT WATERMAN'S**  
LIVE MUSIC IN THE BAR  
9PM 'TIL CLOSE

## SATURDAY, APRIL 6:

**CRUSH N' RUN 5K BEACH RUN**  
REGISTRATION AND PACKET PICK UP  
8AM-10:15AM AT THE SHACK  
5K BEACH RUN: 10:30AM  
PRE AND POST PARTY AT THE SHACK

**CHIX 7TH STREET STAGE**  
LIVE BANDS ON THE 7TH STREET STAGE

**THE AFTER PARTY**  
TBD

## SUNDAY, APRIL 7:

**BRUNCH AT WATERMAN'S**  
9AM 'TIL 2PM

**BREAKFAST AT CHIX**  
9:30AM 'TIL 2PM

## ESTIMATED ATTENDANCE:

**5K BEACH RUN**  
4.000

**TARGET AUDIENCE**  
WOMEN, MILLENNIALS AGED 21-34,  
PLUS EXISTING RESTAURANT  
BASE OF LOCALS AGES 21 TO 50



# SPONSORSHIP OPPORTUNITIES

## PLATINUM SPONSOR—\$5,000 AND UP

- Opportunity for volunteers & staff to wear your branded apparel
- On-site brand activation available in 10X10 booth space for your pop-up tent or experiential opportunities tailored to your business capabilities and needs
- Ability to hang signage (you provide) at start/finish line and after party
- Targeted social media and email marketing opportunities to reach thousands in our email database and a social media platform reaching 30,000, plus promoted advertising
- Giveaway in swag bags (you provide)
- 10 complimentary race registrations
- Pick your exposure for one day—\$5,000, or two days—\$7,500

## AFTER-PARTY SPIRIT SPONSOR—\$5,000 AND UP

### CATEGORIES: RUM, VODKA, TEQUILA, BEER, NON-ALCOHOLICS (ENERGY DRINKS, ETC.)

- Opportunity for volunteers & staff to wear your branded apparel
- Ability for separate, branded bar category exclusivity at the CNR After Party
- On-site brand activation available in 10X10 booth space for your pop-up tent or experiential opportunities tailored to your business capabilities and needs
- Ability to hang signage (you provide) at start/finish line and after party
- Targeted social media and email marketing opportunities to reach thousands in our email database and a social media platform reaching 30,000, plus promoted advertising
- Giveaway in swag bags (you provide)
- 10 complimentary race registrations
- Pick your exposure for one day—\$5,000, or two days—\$7,500

## GOLD SPONSORSHIP—\$2500 AND UP

- Ability for brand activation via crowd handouts, roaming mascot, etc.
- Ability to hang signage (you provide) at start/finish line and after party or Back at the Shack
- Targeted social media and email marketing opportunities to reach thousands in our email database and a social media platform reaching 30,000, plus promoted advertising
- Giveaway in swag bags (you provide)
- 5 complimentary race registrations
- Pick your exposure for one day—\$2,500, or two days—\$3,750

## SILVER SPONSORSHIP—\$1500

- Ability to hang multiple banners at start/finish line (you provide) and after party
- Targeted social media and email marketing opportunities to reach thousands in our email database and a social media platform reaching 30,000, plus targeted promoted advertising
- Giveaway in swag bags (you provide)
- 2 complimentary race registrations

## BOOTH SPACE—\$500-\$750

- 10X10 Booth Space for your pop-up tent at The Shack
- 1 complimentary race registration
- \$500 for day-of booth, \$750 for day of and Friday, April 5 packet pick-up

## BEACH MILE MARKERS—\$250

- Your message and/or logo on hand held signs 18X24, carried by roller derby girls along the boardwalk portion of the course and held by volunteers on beach portion







IF YOU ARE INTERESTED IN SPONSORING, OR FOR MORE INFORMATION,  
PLEASE CONTACT  
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757-778-5468

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**THANK YOU FOR YOUR INTEREST IN  
CRUSH N' RUN!**