



	TERABYTE \$5000	GIGABYTE \$2500	MEGABYTE \$1500	KILOBYTE \$750
Complimentary Race Entries	 10 Entries	 8 Entries	 6 Entries	 2 Entries
Promotional Materials in Race Bag				
Mention in Social Media Campaign	 >5	 >3	 >2	 1
Logo on T-Shirt	 Tier 1 Color	 Tier 2	 Tier 3	 Tier 4
Logo & Link on Sponsors' Page				
Link on Newsletter				
Mention in Press Releases				
Logo/Link on Homepage of Website				
Logo on Newsletter				
Mention on Radio				
Name on Mile Marker				
Customizable Sponsor Package				
Logo on Race Banner				
Logo on Race Bag				
Co-Present the Race				



Total: 750 Registrations

In just 5 years, registration has increased almost 300% from 250 registrants to 750. Participation will be capped again at 750 in 2012.

2007: 250
2011: 750

Method of Registering

They don't call it the "Digital" Corridor for nothing. Our participants prefer the ease of online registration.

Online: 77.3%
On-Site: 22.7%

Gender

Female: 51%
Male: 49%

Age

<17 3.3%
18-29 32.9%
30-39 34.1%
40-49 17.5%
>50 12.2%

Geographic Dispersion

Besides the heavy Charleston participation, iFive:K registrants now hail from 19 states.

Mt. Pleasant 28.3%
Downtown 13.9%
West Ashley 11.6%
N. Charleston/
Summerville 11.6%
James Island 8.8%

Repeat Offenders

Approximately 50-60% of 2010 race registrants participated in the 2011 race, as well. 37% were referred by a friend and 33% heard about the event from the website.

Team Participation

Teams of 2: 48
Teams of 6: 6
Teams of 10: 12

Corridor Member Participation

33% of participants are employed by Digital Corridor companies with average incomes of \$69,000/year.

Fitness (Race Times)

The iFive:K is becoming increasingly popular among the athletic elite.

2010 Overall Winner Time: 15:34
2009 Overall Winner Time: 16:18
2008 Overall Winner Time: 17:48
2007 Overall Winner Time: 18:10

Newsletter

The iFive:K sends 4 newsletters each year.

2011 newsletter's reach was 1110.
2012 newsletter's reach is 1500.

Social Media

The iFive:K has an active social media campaign.

Facebook fans tripled from 2009-2010 and again from 2010-2011
500 Twitter Followers (@ifivek)