

LA MARATHON HOLLYWOOD CITY BLOCK PARTY OVERVIEW

Beginning in 2010, the LA Marathon will be staging the Hollywood City Block Party along the route. This large community celebration will become a focal point of race day entertainment with live music, radio remote with a top Clear Channel station, experiential and sampling presence, viewing platform, etc. The Hollywood City Block Party will provide your brand with a great opportunity to penetrate into the local community and connect with spectators on a 1-to-1 basis. The Hollywood City Block Party will be located adjacent to the course and within clear view of the runners.

1. **LOCATION:** Courtyard of Madame Tussauds (intersection of Sunset Blvd. and Orange Dr.)

2. **DATE:** Sunday, March 21, 2010 (7:00 am -1:00 pm)

3. **ON-SITE BENEFITS:** Promotional Display / Sampling Space will provide 1:1 consumer engagement and may be used for:

- Product Display and Information Distribution
- Product Demonstrations/Trials
- On-Site Sales (pursuant to local laws)
- Lead Generation/Name Capturing
- Right to Conduct Sweepstakes
- Interactive Games/Activities

4. **PRICING:**

- 10' x 10' Booth Space - \$1,500
- 10' x 20' Booth Space - \$3,000
- 20' x 20' Booth Space - \$6,000

