

DETROIT FREE PRESS/FLAGSTAR BANK
MARATHON

Presented by Greektown Casino

Detroit Newspaper Partnership, L.P. We Deliver Solutions

Over-deliver solutions. That's our promise to you. In addition to traditional sponsorship opportunities and print media services, we now offer compelling combinations of:

- ▲ Mobile Event Marketing – Field Events
- ▲ Community-Based On-Site Marketing Services (churches, schools...)
- ▲ Corporate B2B Marketing
- ▲ Mobile Messaging Units (moving vehicle billboards & audio)
- ▲ One-on-One Street Team Consumer Marketing Services
- ▲ Street and Sidewalk Decals
- ▲ Body Billboards
- ▲ Extended Customer Engagement Packages with Statewide Penetration
- ▲ Target Direct – Direct to Consumer Products
- ▲ Campaign Tracking Metrics

Why support the Detroit Free Press / Flagstar Bank Marathon? Because we deliver comprehensive sponsorship packages that go far beyond the “Big Event” solutions offered by our competitors. We will take the time necessary to custom-build a complete strategy designed to meet your individual business needs.

We reach more consumers in a single day than any other medium according to Scarborough reports. And our weekend editions rock. Industry audits prove that seven in ten Sunday newspaper buyers read (and respond to) us. We've always delivered great print products, but now we're ready to do even more.

Our call-to-action strategies compel customers to immediately engage in efforts that are full of impact, measurable and delivered on time and on budget.

Let's begin at the start line ...



DETROIT FREE PRESS/FLAGSTAR BANK
MARATHON
Presented by Greektown Casino

Keep Up With Your Customers

A Six-Month, Statewide Promotional Tour
1.5 Million Television Viewers
15,000 Runners
50,000 Expo Visitors*
\$40 Million Customer Spending Spree
One Sunday You'll Never Forget – October, 2006

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*Anticipated audience



We Deliver The Kind of Numbers Others Dream About ...

Let's face it, we all want to win.

The Detroit Free Press/Flagstar Bank Marathon has consistently set sponsorship and participation records. While others languish in this sluggish economy, we prepare for exponential growth in 2006.

Celebrating our 29th year, our marathon is the only course in the country to cross international borders twice, offer an underwater racing experience and a living tour of Detroit's cultural gems.

While most marathons are geared toward seasoned athletes, our event offers a wide range of health-conscious participants an unparalleled fitness experience. Whether they run, walk or wheel the course, our racers are out to deliver their *personal* best.

And they do.





And an Unparalleled Racing Experience.

RunningUSA Network magazine ranks the Detroit Free Press / Flagstar Bank Marathon among the Top 20 marathons in the country.

Certified by USA Track & Field, and a qualifying event for the Boston Marathon and Olympic Marathon trials, our event draws world-class athletes from more than 47 countries, 44 U.S. states and the Canadian provinces.

Run with top dogs, from executives like Canadian Consulate General of Immigration Phillip Lupul to Michigan's First Gentleman Dan Mulhern.

We attract the best because we are the best.



...and Harrington, but he still dumped many passes to

But it was what Garcia didn't do that won him the day

And he didn't walk off a loser. See ALBOM, 5A

Jeff Garcia held Cleveland Browns Stadium after Sunday's 13-10 victory.

ANOTHER MOTOWN RECORD | MARATHON: 10-PAGE SECTION AND 13,000-PLUS RESULTS



AT COMERICA PARK: More than 13,000 people — a record field — prepare before dawn for the start of Sunday's 28th Detroit Free Press/Flagstar Bank Marathon, a road race in Detroit and Windsor. For more coverage, go to Section E. For photo galleries and video clips, go to www.freep.com.

13,000-plus take to streets

A little chilly at start, fantastic at finish

BY CHRIS SILVA
DETROIT FREE PRESS

Out from the cold and into a cozy Ford Field they charged, thousands of runners of all shapes, ages and races, exerting every last ounce of energy they could summon with the end in sight and the cheer from the crowd escalating.

And most of the record 13,000-plus in Sunday's 28th Detroit Free Press/Flagstar Bank Marathon — whether they walked, jogged, ran or raced in a wheelchair — entered the homestretch with an assortment of facial expres-

sions and grandiose howls of achievement, as if they had won the big event or conquered a personal goal.

Men, women and children, with raised arms and clenched fists, gave their best Rocky impersonations as they stampeded down the steep concrete tunnel and onto the plush turf. For about five hours, as participants approached midfield and crossed the finish line, the electronic timing chips attached to their shoes were triggered, sounding like busy checkout lines at the supermarket, off-

See MARATHON, 6A



AT FORD FIELD: The half marathon ends with a hug for Ontarians Barb Smith, 49, left, of London and Barb Leavitt, 43, of St. Marys.



RAINY DAYS & MONDAYS
Breezy, soggy, cloudy and chilly
temperatures

49

39

LOW



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100-175

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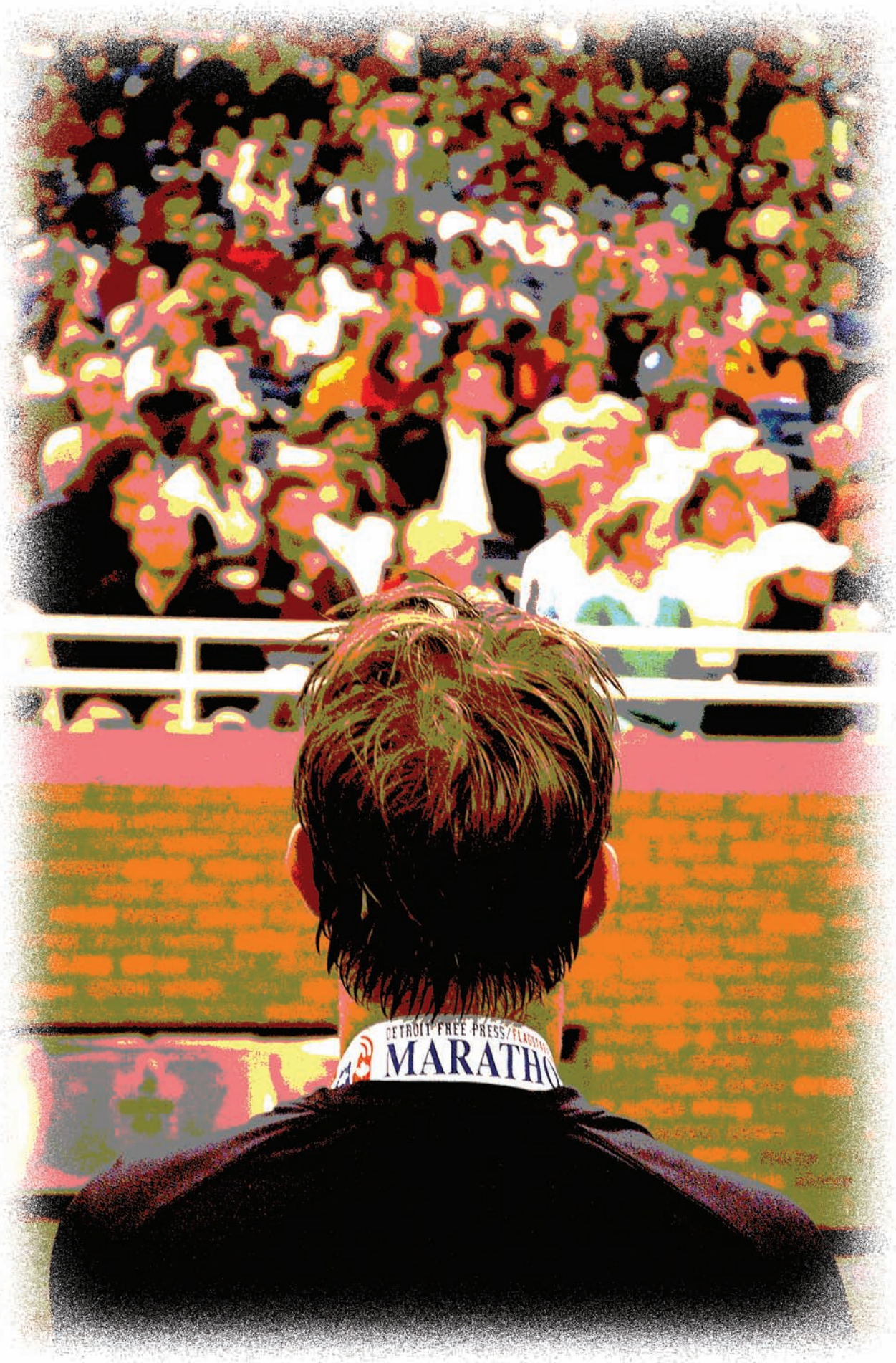
Don't settle for a static effort. We deliver fluid sponsorship packages designed to position your organization with consumers worth keeping pace with.

Extend your branding message over our six-month, statewide, mobile fitness (pre-marathon) tour designed to establish firsthand, face-to-face, completely trackable customer relationships.

Brand with 1.5 million television viewers, 15,000 runners, 3,500 volunteers and 50,000* Health & Fitness Expo attendees during our world-class Marathon weekend devoted to performance-driven consumers who make a staggering \$40 million economic impact in a single weekend.

*Anticipated draw





Make a Lasting Impression.

Their tireless daily training will be measured in a moment that they will never forget.

Be there for their journey and create “event envy” among your competitors.

Build lifetime consumer loyalty with a market segment that is as faithful as it is fearless.

- ▲ 84.7 million have made walking America’s most popular sports/fitness activity.

-2004 Irwin Broh & Associates for the National Sporting Goods Association

- ▲ 400 Michigan-based corporations have agreed to support workplace fitness efforts sponsored by our Marathon’s guerilla marketing group.

- ▲ Nearly 100% of Michigan’s largest churches (5,000 members or more) participate in fitness efforts supported by the Marathon.

- ▲ 549 Michigan school districts are required to adhere to federally-mandated wellness standards monitored by Michigan Surgeon General Dr. Kimberlydawn Wisdom.

Source: MDCH

- ▲ The Detroit Free Press Marathon reports a 300% increase in participation over the last five years, from 4,500 runners in 2000 to 13,500 in 2005.

- ▲ Health club memberships have grown 7% annually for the last five years.

-2005 International Health, Racquet & Sports Club Association (IHRSA)

- ▲ Michigan’s Household CEOs (women) represent the single largest growth segment among fitness walkers and runners in Michigan.


-2004 IHRSA



ISH!

**WHEN THE PROUDEST MOMENT OF YOUR
LIFE IS 26.2 MILES BEHIND YOU,
ONLY VERIZON V CAST CAN SEND IT HOME.**

verizonwireless

 **CAST**

Go Where They Go.

Our guerilla marketing team makes your message matter at BIG events designed to entertain, engage and activate customer activity.

While most sponsorships give you a day (or perhaps a weekend), we deliver six spectacular months of customer engagements — statewide.

And we've invited community leaders like Michigan's Top Doc, Dr. Kimberlydawn Wisdom, to join us.

- ▲ Mobile Statewide Community Health & Fitness Events
- ▲ On Site Fitness Activities & Exhibitions Like:
 - “Take the First Step With Us” on-site fitness walking demonstrations
 - Family-friendly relay races
 - Step Team exhibitions
 - Bally Fitness Team performances
 - Double-dutch jump rope contests
 - REI Climbing Team exhibitions
- ▲ Street Team Ambassadors
 - One-on-one company representation
 - Client/product focused training
 - Specific game plan for each event
- ▲ Interactive Activity Packages
 - Polling
 - Contests
 - Coupons, sampling & direct marketing





Make Your Message Move ...

Get on board with the newest trend in urban marketing: mobile body billboards. Designed to entertain and engage, our body boards are guarantee to create brand buzz.





**Professionally
applied body art
for runners who
want a full-body
race experience,
it's washable,
wearable and
sure to be
noticed.**

Across a 26.2-Mile Billboard ...

Engage 1.5 million consumers with Street Billboards, our next-generation street and sidewalk decal advertisements, strategically positioned across 26.2 miles of course pavement.





Street legal (no restrictive placement ordinances) removable ads require professional application and removal.

That Hangs Around ...

Maintain a pole position and wave your company banner at millions of consumers throughout our 4-week street display cycle.





DETROIT FREE PRESS/FLAGSTAR BANK
MARATHON
OCT. 15, 2006



With Mobile Messaging ...

Hook up with your customers. Move when they move with our Mobile Billboard Messaging Vehicles.

Our street-worthy rides run high-traffic loops throughout downtown areas delivering memorable messages to the masses.



Mobile Billboards



Our mobile billboards feature two 10' x 22' live ad areas, a professional sound system for closed loop audio messaging, and come equipped with a marketing professional dedicated to getting your message out on the streets.

And an Enviably Race Day Street Position.

Be there for the big moment to witness the awe-inspiring commitment of 15,000 racers ready to beat their personal best.

- ▲ 10 video screen locations at race start
- ▲ Sponsor message rotations*
- ▲ Sponsor advertisements*
- ▲ Sponsor podium position
- ▲ Ford Field Jumbo Tron sponsor PSAs & advertisements*
- ▲ MAD Cam sponsor PSAs & Advertisements*

(DNPS cannot guarantee this medium which is dependent on availability)

*Sponsor-provided files





Host Detroit's Largest Block Party.

Develop your own signature spectator “Theme Team” to cheer racers and engage enthusiasm among spectator segments.

Consumers receive a lot of messages, but seldom forget those associated with a momentous experience. Invite them to join you on a remarkable day, for a few memorable moments that may just last a lifetime.

Reserved areas include:

Corktown: The Classics – Classical

Mexicantown: The Howling Peppas – Latin

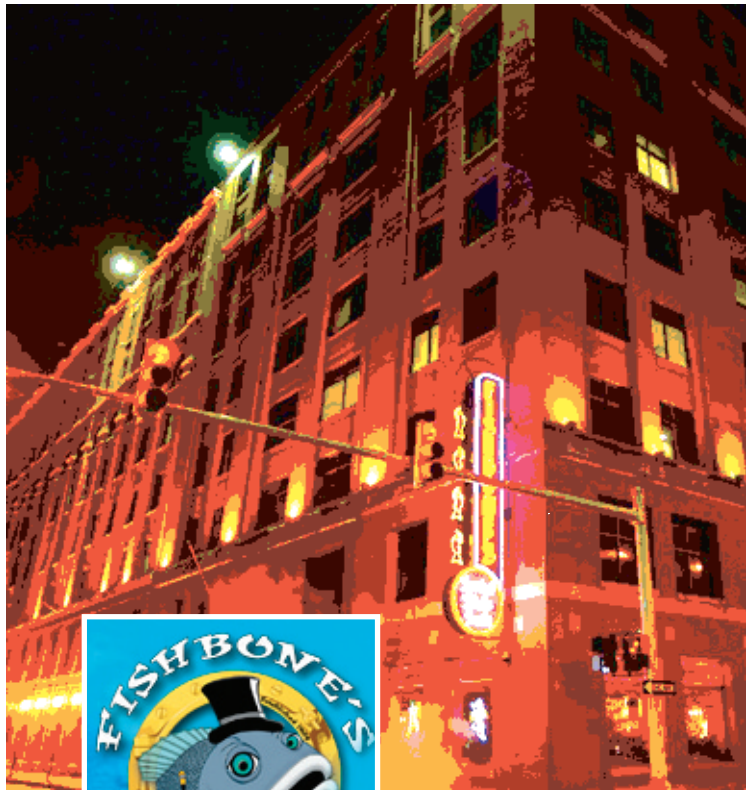
Greektown: The Alley Cats – Jazz

Indian Village: The Village People – 70s, 80s

Windsor: The Border Patrol – Motown

Belle Isle: The River Cats – Swing, BeBop

Campus Martius: The Techno Cats – Hip Hop



Creektown
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Creektown
Creektown
Creektown



DETROIT FREE PRESS
FLAGSTAR BANK
MARATHON



MARKit Up

Bodacious branding opportunities abound. Choose the options that best suit your organization's style:

- ▲ Mile markers
- ▲ Stair markers
- ▲ Water cups
- ▲ Runner bibs
- ▲ Warming blankets
- ▲ Directional signage
- ▲ Direct mail
- ▲ Web-based customer outreach





Get Exclusive Media Branding

Sponsors receive high-visibility branding in partner television, radio and print segments and on race day coverage.

- ▲ WDIV spots
- ▲ Clear Channel spots
- ▲ Trade Publication Print Advertisements
 - Marathon & Beyond
 - Michigan Runner
 - Michigan Sports & Fitness
 - Run Michigan
 - The Running Network

Our media partners put their best faces forward, utilizing top media celebrities to support Marathon-related promotional activities and on-site Marathon events.

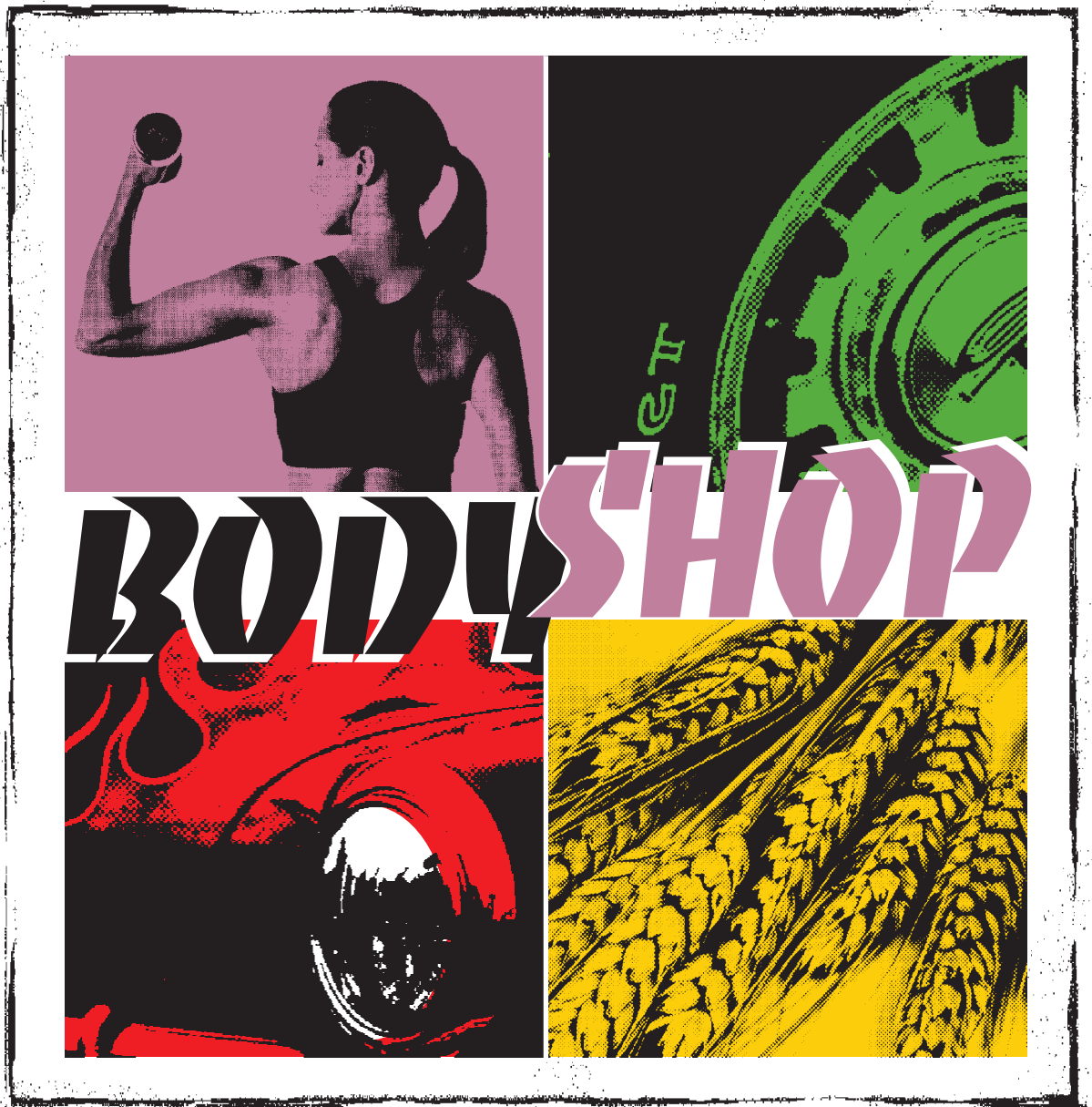


Through Miles of Interactive Exhibits

Our three-day Body Shop Expo is rated best-in-class by health-conscious customers and vendors who appreciate our interactive setting.

We help exhibitors make face-to-face contact with customers through our:

- ▲ Pre-Event Mobile Interactive Fitness Vehicle Tour featuring celebrity speakers, interactive displays & games, fitness demonstration teams (double-dutch jump rope competition, rock climbing, step contests, Bally Fitness Performance Team ...)
 - Big box retail partners
 - Area malls
 - Church outreach
 - School outreach
 - Community events (like Arts, Beats & Eats)
- ▲ Pre-event mobile billboard (high traffic Cobo Hall & downtown loop)
- ▲ High touch interactive expo displays
- ▲ Professional event speakers who understand how to draw customer attention to your products and services
- ▲ Trackable event metrics
- ▲ “Oh So Simple” Expo sampling programs
- ▲ Qualified Expo sales leads & databases
- ▲ Market research & consumer surveys



HEALTH & FITNESS'S EXPO

