

2013 Fireball Run Finish Line Extravaganza is Coming to Riverside September 28!!



The City of Riverside is pleased to announce the Fireball Run Finish Line festivities taking place in downtown Riverside on September 28, 2013. This life-sized trivial pursuit game will bring significant media exposure to Riverside and we intend to leverage this to its fullest by hosting the most epic finish in Fireball Run history. Fireball Run is an exciting 8-day, 2500-mile, 14-city adventurally and race, where America serves as the game board – all while aiding to recover America's missing children.

Fireball Run is an internet and social media blockbuster. Last year, it elicited \$44 million in positive media for its official destinations and drew a worldwide audience of 1.7 million people.

Riverside is the Official Finish Line for this exciting event! We are celebrating with our own Fireball Finish Line Extravaganza in Downtown Riverside, September 28th, noon to 6 p.m.



We will have over 100 exotic cars, 12 Hollywood cars, and 200 classic cars participating. The event will also include food trucks, Kiwanis' Turkey BBQ, Kids Zone Activities, live music, and an 8,000 square foot local Craft Beer and Wine garden. We hope to attract 10,000 people to downtown Riverside for the festivities.

**To learn how you can be a part of the Winner's Circle for Fireball Run 2013 contact:
Larry Vaupel, Economic Development Manager, City of Riverside
951-826-5403 or lvaupel@riversideca.gov**



City of Arts & Innovation



Connect with us and follow this exciting event!



City of Riverside @riversidecagov @fireballrunriverside

#Fireballrunriverside #Fireballrun

RiversideFireball.com • fireball@riversideca.gov





2013 Fireball Run Finish Line Extravaganza Sponsorship Benefits



Winner's Circle Sponsor- \$5,000



Logo on all marketing materials, including ads, billboard, collateral/flyers, website, e-blasts, videos



Logo on Riverside's race-entry car (traveling from Colorado to Riverside with stops in 14 cities)



Logo on Official Finish Line banner



Logo on stage banner and multiple mentions from stage on day of event



Weekly social media mentions, "likes" and co-branding with City of Riverside via Instagram, Twitter, Facebook



Logo and link from event website: www.riversidefireball.com



Only Winner's Circle Sponsors will be allowed to have vendor trailer/tent/display



2 tickets to VIP reception with the participants



2 tickets to the VIP awards dinner with the participants



2 tickets to the VIP beer and wine tent at the event



No more than 5 Winner's Circle Sponsors

Pit Crew Sponsor - \$2,500



Logo on stage banner and multiple mentions from stage on day of event



Weekly social media mentions, "likes" and co-branding with City of Riverside via Instagram, Twitter, Facebook



Logo and link from event website: www.riversidefireball.com



Display of New or Classic Automobiles (2) at the event



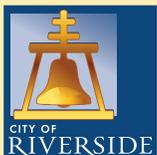
2 tickets to VIP reception with the participants



2 tickets to the VIP beer and wine tent at the event

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