



WE RUN FOR THE TECH

ATLANTA | JULY 14, 2018
GEORGIA STATE UNIVERSITY STADIUM

**AN AFFORDABLE 5K INSPIRED BY FAMILIES & FRIENDS
WHO LOVE CUTTING EDGE CONSUMER ELECTRONICS (COOL!)**

Hi-Tech Race Series™ 5K

AND FESTIVAL CELEBRATING **INNOVATION** IN **CONSUMER TECHNOLOGY**

Hi-Tech Race Series: 5K

AND FESTIVAL CELEBRATING INNOVATION IN CONSUMER TECHNOLOGY



Two of America's favorite pastimes converge in the new **Hi-Tech Race Series**. Experience super fun races that reward you with the latest and greatest in cutting edge consumer technology products and services.

WE RUN FOR THE TECH

1200+

RUNNERS
FITNESS ENTHUSIASTS
TECH LOVERS | USERS
DIVERSE RACES & CULTURES
PARENTS | TEENS | YOUNG ADULTS
MILLENNIALS

70%
Female

30%
Male

25%
Ages 18-34

52%
Ages 35-49

20%
Ages 50+



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JOIN US in Atlanta as we proudly present the **Hi-Tech Race Series 5K and Consumer Tech Innovation Festival** in the heart of Atlanta in July 2018. Set in the newly renovated **Georgia State University Stadium**, we're bridging worlds by bringing together two of America's favorite pastimes for a morning of family fitness, innovative tech fandom and FUN!

INSPIRING HEALTHY LIFESTYLES

The world is becoming more fit-conscious, thanks in large part to technological advances in data tracking, management and sharing that allow us to know more and connect better about our health. While some critics fear a future that is overly dependent on gadgets, helping humans to balance the influence of electronics with appreciation for the outdoors may be a key to striking a healthy life-tech balance for us all.

Two of America's favorite forms of exercise, running and walking have experienced a recent surge in popularity. With the rise of community races (especially 5K's), running has evolved beyond an individual sport into a social phenomenon - a reason for friends and family to unite around the ideas of health and theme-inspired fun.

The **Hi-Tech Race Series** gives tech lovers a reason to get together and celebrate the cutting edge product developments that make our lives more convenient and exciting! Directly following the 5K, the **post-race Consumer Tech Innovation Festival** kicks into overdrive with product demonstrations and cool gadget exhibits from industry leaders and local companies. This event is as much about physical health, as it is about fellowship and enthusiasm for tech industry innovation.

CELEBRATING TECH & BRIDGING COMMUNITIES

A strong thrust for the event is to support diversity in the technology ecosystem. We've enlisted an aggressive marketing strategy focused on accessing tech enthusiasts from all cultures via print, radio, television and internet channels. We're also excited to partner with local organizations that serve underrepresented minorities to ensure participation and access to our events and programs.

We are acutely aware that large consumer electronic shows are often expensive, and may not allow youth under 18 years of age to participate (That's no fun!). We know that young people are among the greatest inspirers and champions of innovative tech. Our

festival presents the latest and greatest in consumer electronics at an affordable price that helps to reduce barriers to participation.

Further, for many families technology has become a source of angst between children and parents in households where there's a daily tug-of-war about how much tech use is acceptable - or healthy. We hope that by creating a fun, family atmosphere converging fitness, tech and advocacy, we're bringing families closer together instead of tearing them apart.

OUTCOMES

- ★ Supply an engaging social event that bridges the worlds of technology and health, reassuring families that a love for health and tech are not mutually exclusive - *or at least they shouldn't be!*
- ★ Promote tech industry growth and fandom in Georgia by sharing new product trends and emerging technologies, exposing participants to local technology leaders and visionaries.
- ★ Reinforce the importance of exercise and positive forms of fun as a sustainer of mental health and healthy relationships.
- ★ Demystify the tech field to entice under-represented groups to pursue careers and opportunities in the industry.
- ★ Support local organizations working to improve access to technology for students in low-income schools with donations and scholarships.

About Global Races and Events

Global Races and Events, LLC. is an Atlanta based producer of themed races, community events, excursions and professional conferences. Our events are designed to promote personal health and wellness by bringing families and friends together to have FUN.

2018 EVENT FEATURES



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5K RACE

- ★ Scenic 5K route (3.1 miles) winds through the heart of downtown Atlanta
- ★ Route Certified by USA Track and Field Association (USATF), AJC Peachtree Road Race Qualifier Event
- ★ Professionally chip timed race, results rendered immediately following 5K
- ★ START/STOP Georgia State Stadium
- ★ FREE race T-shirt, finisher medal, snacks and sponsored tech product surprises!
- ★ FAMILY FRIENDLY, ABSOLUTELY ALL LEVELS WELCOME - Runners, Walkers, Run/Walk

CONSUMER TECH INNOVATION FEST

PRODUCT DEMONSTRATIONS, GAMING STATIONS



Major tech players to sponsor Innovation Demos of new products, cutting edge enhancements to current products/services, branded experience activations

UNIVERSITY MARKETING/RECRUITMENT



Universities to feature science/math/technology highlights from their STEM programs, majors

COOL GIVEAWAYS FEATURED IN THE HI-TECH RACE SERIES PARTICIPANT BAGS!!!

LOCAL TECH INDUSTRY PROMOTION



Local tech companies to feature their innovations in the world of tech, managers conduct interest talks with job seekers

COMMUNITY HACK & TECH IMPACT



Health Tech Hackathon and community organizations to discuss their work and impact in promoting the industry



SPONSORSHIP

Hi-Tech Race Series: 5K

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Site rendering of post-race Consumer Tech Innovation Festival at Legacy Plaza, Georgia State Stadium.

CUSTOMIZABLE SPONSOR OPTIONS

Branded areas for attendees, product activations, give-away stations, specialized viewing experiences & more!

1. Universities
and College STEM
program recruiting
\$500/ea

2. Established
Local Tech
Companies
Products, Services
& Recruitment
(Prices vary w/ activation)

3. Music Tech
& DJ Activation
20x10 ft Tent
feat. local
independent artists
\$7,500

4. Presenting Tech Sponsor
20X20 ft Tent,
Demo Stations & Giveaways
\$15,000

Event naming rights
Right of first refusal for 2019
Logo on T-shirt
Logo on Race Banner
Logo at Festival Entrance
Speaking time at start of race

5. Lead Fitness Sponsor
20X20 ft Tent
& Giveaways
\$10,000

6. Incubator Hub
Tech Startups
Atlanta Activation
\$6000

7. Tech Advocacy
and Non-Profit
Organizations
\$400/ea

8. Auto Tech
Sponsor
10 x 10 ft Tent
& Demo round
\$7,500



SPONSORSHIP

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Site of post-race Consumer Tech Innovation Festival at Hank Aaron Plaza, Georgia State University Stadium.

GENERAL SPONSOR LEVELS & BENEFITS

\$15,000

- Presenting sponsor with naming rights
- Logo on Start/Finish banner & main event signage
- Logo prominently featured at photo booth
- Opportunity to speak to audience before race count-down
- Branded reception area on event day
- Water stop branding
- Swag bag placement
- Logo on T-shirt
- Clickable website link
- Media mentions and recognition as presenting sponsor
- 20x20 ft tent
- Ability to build out activation space
- 6 race registrations w/ T-shirt & medal

\$10,000

- Lead sponsor
- Logo on main event signage
- Logo featured at photo booth
- Branded reception area during pre-race bib-pick up & expo
- Swag bag placement
- Water stop branding
- Clickable website link
- Media mentions and recognition as lead sponsor
- 20x20 ft tent
- 4 race registrations w/ T-shirt & medal

\$3,000

- Clickable website link
- Exhibit table at event
- Logo at photo booth

College/University Programs (\$500)

- Exhibit table at event
- Logo at photo booth

\$7,500

- Swag bag placement
- Clickable website link
- Demonstration round (exhibit space), 10x10 ft tent
- Logo at photo booth
- 2 race registrations w/ T-shirts & medal

\$1,500

- Clickable website link
- Exhibit table at event

Media Sponsor

- Clickable website link

Non-profit Organizations & Advocacy Groups (\$400)

- Exhibit table at event
- Logo at photo booth

Customizable sponsor opportunities are available.
Please contact info@hitechraces.com to discuss your promotional needs.



ROUTE/VENUE

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Celebration at stadium during 2015 Georgia State University event.

GEORGIA STATE UNIVERSITY STADIUM

The **Hi-Tech Race Series** brings together techies of all types - who enjoy family, friends, fitness and fun - to experience the epicenter of Atlanta's downtown landscape starting and ending at the newly renovated **Georgia State Stadium**. The post-race **Consumer Tech Festival** is set on the stadium's entrance on Legacy Plaza and will feature exciting product demonstrations from major consumer electronics brands; highlights and networking with innovative local tech companies; meet-and-greets with college recruiters; previews of university science & technology programs; presenters from tech-focused organizations; product intros from "celebrity" techies in the field; consumer product giveaways, and more!

The 5K (3.1 mi) route winds through a scenic view of Atlanta's urban landscape, before ending beneath the Olympic Rings at the former site of the opening and closing ceremonies of the 1996 Summer Olympics. Our course is certified by the **USA Track and Field** association, and for those wishing to use their finish times to enter larger races, our race is also an **AJC Peachtree Roadrace** qualifying event.

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TECHIES COME IN ALL CULTURES, SHAPES, SIZES, COLORS & GENDERS

LET'S INCREASE THE LEVEL OF DIVERSITY IN THE TECH FIELD.

The \$292 billion U.S. consumer technology industry supports more than 15 million U.S. jobs. According to recent reports on diversity at U.S. tech companies, Black and Latinx tech workers combined make up just 5% of the tech workforce, and women only 24%. When compared to national workforce data, these statistics are alarming as they reflect a stark imbalance in an industry upon which the future of our world increasingly depends.

As a tech-conscious event and company, we want to ensure that all people - regardless of culture, race, or gender - have equitable access to learn about careers and opportunities in the technology ecosystem. We believe that a diverse tech industry will only enhance growth and development in the field.

Industry promotion among diverse under-represented communities is both an intent and by-product of the Hi-Tech Race Series. Our events provide an attractive context for admiring products and services as a tech enthusiast and consumer, while providing opportunities for technologists to network, recruit and inspire diverse groups to enter the field.

