



**Callout and Information for 2009
Official After-party Vendors, Entertainment and Sponsors**

CONQUERED: THE OFFICIAL MARATHON AFTERPARTY

Sunday, October 18, 2009

Timing: Immediately following (and concurrently) as Marathon participants cross the Finish Line (approx. 10:00 a.m.) until 3:00 p.m.

Location: Two blocks adjacent to the Finish Line, in the parking lot at the corner of 3rd St. & W. Lafayette Blvd.

Celebrate the accomplishment

Whether you're walking, rolling or running – crossing the Finish Line and conquering the Detroit Free Press/Flagstar Marathon is a true accomplishment that should be celebrated, and this year we're throwing a party to prove it. There will be food, drinks and live entertainment. Admission is free and open to all of the thousands of Marathon participants, their supportive families, all of the committed volunteers and all the spirited spectators.

Request for vendors

If you or someone you know is interested in supporting **Conquered: the official Marathon after-party** as a vendor, we are looking for the following:

- Food
- Beverages – alcoholic and non-alcoholic
- Existing Marathon sponsors
- Existing Expo vendors
- Unique outdoor event activities
- Custom ideas welcome

Booth reservations may include

- 10' deep x 10' wide (for larger sizes, combine contiguous booth spaces)
- 10' x 10' open-air floor space
- Standard 6' or 8' table (1)
- Folding chairs (2)
- Additional amenities and/or custom booth design can be accommodated via our partner production house. Please inquire.

Booth pricing

- Standard: \$750
- Non-profits: \$500
- Premium: \$850
- Custom space, amenities: Please inquire

Payment terms

- 50% deposit with signed application; balance due in full by Friday, September 25, 2009
- [Click here](#) to download the vendor application for **Conquered**.
- Cancellation: No refunds after Friday, October 9, 2009

Sponsors welcome!

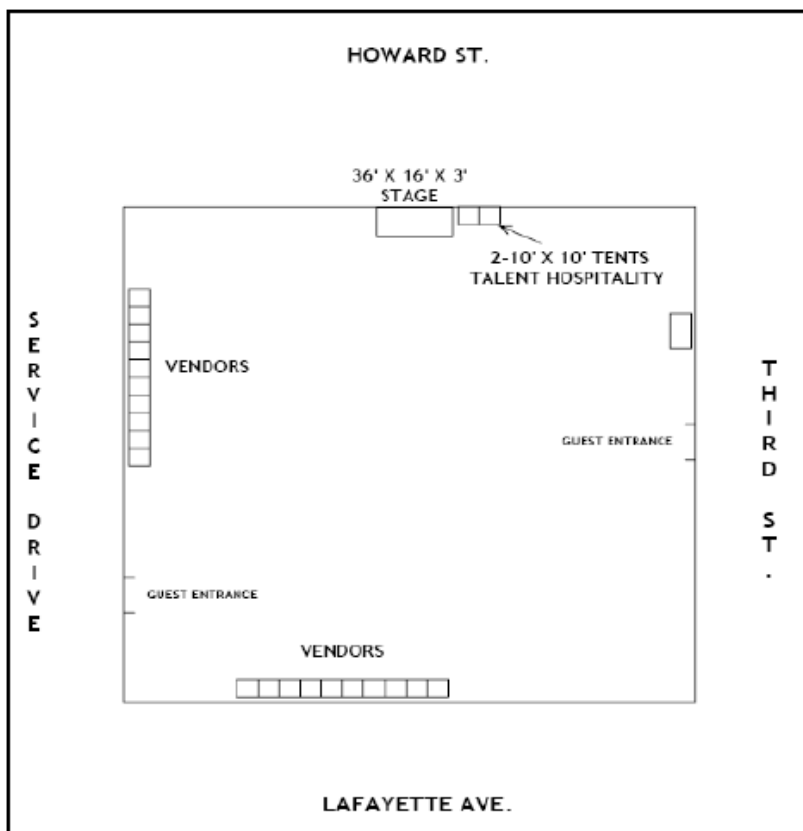
We are currently seeking title, presenting and/or general sponsors for **Conquered: the official Marathon after-party**. Your company/brand can own the event that will have a captive audience of more than 18,000 active and dedicated consumers. Please inquire for sponsorship opportunities.

In addition to being a premier sponsor, the following opportunities are available for branding your company/product on the exclusive after-party event signage:

- Entertainment stage backdrop banner (16' wide x 10' high): \$2,500
- Step-and-repeat banner for photo opportunities (20' wide x 10' high): \$2,900
- Fencing wraps:
 - Along Howard Street, to the left and right of the entertainment stage, facing the crowd (approx. 115' wide x 4' high): \$3,500
 - Along Service Drive at the event entrance, to Howard Street corner, on both sides of the fence (approx. 135' wide x 4' high): \$3,800
 - Along Third Street at the event exit, to Howard Street corner, on both sides of the fence (approx. 135' wide x 4' high): \$3,800
- Front of House production tent signage: Please inquire
- Entrance/exit treatment: Please inquire

Please note the following regarding event signage:

- Prices are based on exclusivity, if requested, but will decrease if more than one sponsor contributes.
- Prices are based on four-color process.
- Two-week turnaround time is required for production. Commitment, payment in full and EPS logo are due by Friday, September 25, 2009.



**This is a preliminary layout of the after-party space and should be used only as a reference point. It is subject to change.*

Request for talent

If you or someone you know is interested in supporting **Conquered: the official Marathon after-party** as an entertainment provider, we are looking for the following:

- Musicians/bands
- Media personalities
- Strolling performance artists, entertainers
- DJs
- Radio stations
- Other unique entertainment experiences welcome

What the Detroit Free Press/Flagstar Marathon will provide

- Hyperlinked listing on freemarathon.com
- Listing in Marathon events-preview ad in the Detroit Free Press
- Opportunity to display signage on site and/or logo inclusion in afterparty signage
- Listing in Marathon "Thank you" ad in the Detroit Free Press
- Additional benefits can be negotiated

Inquiries

Please direct all interest and inquiries for consideration to Jason Ley, Entertainment Director, at jley@dnps.com, 313-223-4530. In your correspondence, please include the following:

- For vendors: name and description of your company/service and the product(s) you'll be promoting/selling
- For talent: name and description of your act, group, performance, etc., including the number of members
- Contact name (first and last), address, phone number and email address
- Links to your Web site and any relevant social media profiles
- For talent: a media sample of your work (mp3, video, etc.)
- List of any unique accommodations needed
 - Note to talent: Stage crew will be available to assist with set up and tear down; sound will be provided.
- For talent, if payment is negotiated: A completed W-9 returned via email to jley@dnps.com or via fax to 313-496-5296

Please keep checking back as entertainment and vendors for Conquered will be listed as they're confirmed.