



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

***CONQUERED: THE OFFICIAL MARATHON AFTER-PARTY***

**Sunday, October 18, 2009**

Immediately following (and concurrently) as Marathon participants cross the Finish Line until 3:00 p.m.  
Location: Two blocks adjacent to the Finish Line, in the parking lot at the corner of 3<sup>rd</sup> St. & W. Lafayette Blvd.

**Celebrate the accomplishment**

Whether they'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, along with 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
  - Note: Downloadable application available online soon. Please stay tuned. Otherwise, immediate agreements can be arranged with the Entertainment Director.
- Cancellation: No refunds after Friday, October 9, 2009

### **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 freepmarathon.com
- Listing in Marathon events-preview ad in the Detroit Free Press
- Opportunity to display signage on site and/or logo inclusion in *after-party* signage
- Listing in Marathon "Thank you" ad in the Detroit Free Press
- Additional benefits can be negotiated

### **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.

### **Inquiries**

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

- Name and description of your act, group, performance, etc., including the number of members
- Links to your Web site, Facebook and/or MySpace profile and a media sample (mp3, video, etc.)
- Contact name (first and last), address, phone number and email address
- List of any unique accommodations needed, including rider requests
  - Note: Stage crew will be available to assist with set up and tear down; sound will be provided.

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