



Race to GROW the Industry

The International CES 5K Run/Walk was created two years ago to unite local runners, Las Vegas visitors and International Consumer Electronics Show (CES) attendees for a challenging 5K run or friendly one-mile walk to support the future of technology education. This event unleashed nearly 500 racers in 2004. This year at the 2005 International CES 5K Run/Walk, we need your support to double those numbers.

Whether you are a local business or an International CES exhibitor, this race provides an invaluable opportunity for your company to gain added visibility and exposure to over 130,000 CES attendees, 2,400 exhibitors, 4,000 members of the media, and countless Las Vegas locals and visitors alike. By sponsoring this charitable event, you'll also connect with the consumer electronics industry on a new level, all while supporting the National Science & Technology Education Partnership (NSTEP) and the CEA community.

Proceeds

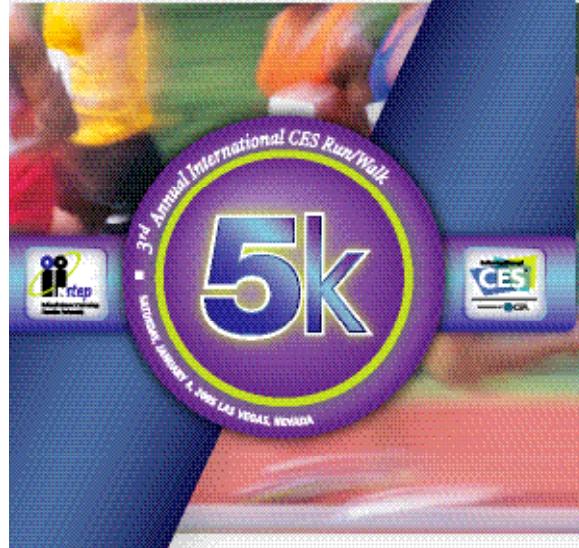
All of the proceeds from the CES 5K Run/Walk help to grow the consumer electronics industry through the National Science & Technology Education Partnership (NSTEP). NSTEP is a non-profit organization dedicated to developing tomorrow's technology leaders by introducing young people to the innovation and excitement of the technology industries. Through programs and partnerships with leading universities, companies and non-profit organizations, NSTEP is offering novel educational opportunities that help young people develop science, technology, critical thinking and communications skills. By connecting today's youth to tomorrow's technologies, NSTEP is expanding minds and inspiring young imaginations to envision a future in the world of technology.

JANUARY 8, 2005 • LAS VEGAS, NEVADA • WWW.CESWEB.ORG/5K • 2500 WILSON BLVD. ARLINGTON, VA 22201

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Race to GROW the Industry



Sponsorship Opportunities

SPONSORSHIP Packages

A receipt for this tax-deductible, charitable contribution will be provided to all sponsors

5k

GOLD SPONSOR — \$5,000

Prominent logo placement on race signage, including:

Event banner in front of the Las Vegas Convention Center (LVCC) during CES

Event banner displayed in The Forum Shops at Caesars' Palace (outside Niketown)

CES "Thank You Sponsors" banner

Signage throughout the LVCC, Las Vegas Hilton and Alexis Park during CES

Logo placement on all race registration materials, flyers and advertisements, including: (See sponsor deadlines)

Registration Brochure

Race advertisement, placed in *Vision* magazine, the *Official CES Show Directory* and the *Addendum*

CES "Thank You Sponsors" spread in the *Official CES Show Directory* and *Show Guide*

Logo placement on CES 5K Run/Walk registration booth at CES

Logo placement on official race website, www.CESweb.org/5K

Logo placement on two HTML e-mails sent to race prospects

Logo placement on CES 5K Run/Walk t-shirts

Free race registration for a corporate team of up to five runners

Opportunity to provide one raffle item for post-race festivities, as well as promotional items for racers' bags

SILVER SPONSOR — \$2,500

Logo placement on race signage throughout the Las Vegas Convention Center (LVCC), Las Vegas Hilton and Alexis Park during CES

Logo placement on all race registration materials, flyers and advertisements, including: (See sponsor deadlines)

Registration Brochure

Race advertisement, placed in *Vision* magazine, the *Official CES Show Directory* and the *Addendum*

CES "Thank You Sponsors" spread in the *Official CES Show Directory* and *Show Guide*

Logo placement on official race website, www.CESweb.org/5K

Logo placement on CES 5K Run/Walk t-shirts

Two free race registrations

Opportunity to provide one raffle item for post-race festivities, as well as promotional items for racers' bags

Contact Us

If you are interested in becoming a CES 5K Race Sponsor, please contact Amy

Johnson at (703) 907-7407 or amyjohnson@nationalstep.org. Visit

www.CESweb.org/5K for more race information.



Sponsorship Deadlines

Marketing promotions for the **2005 International CES 5K Run/Walk** to benefit

the National Science and Technology Education Partnership (NSTEP) begin now!

Secure your sponsorship today to ensure you maximize your exposure through all of this year's sponsorship benefits. To be included in the following benefits, sponsorship contract must be finalized, and company logos will need to be received no later than the following dates:

Logo on Registration Brochure	September 24
Logo on HTML e-mail #1	November 5
Logo on race flyers	November 19
Logo on race advertisement	November 19
Logo on race booth at CES	November 23
Logo on race signage and banners	November 29
Opportunity to provide promotional items in racers' bags	All items need to arrive by December 7
Logo on race t-shirts	December 8
Logo on HTML e-mail #2	December 13
Logo on www.CESweb.org	December 21

www.CESweb.org/5K

