



## Become a BBTM Featured Event 2018: Promotional Benefits

Every known Mile receives a free BBTM Calendar listing, and for only \$359, your event will be prominently featured, hi-lighted and promoted on BringBacktheMile.com as well as on BBTM's Mile wire e-newsletter and our highly engaged social media channels. Featured Event promotional benefits for your Mile include:

- ★ Featured at the top of our [Mile Calendar](#) with your logo and event summary. Our Calendar page is the most visited BBTM web page.
- ★ Rise to the top of Calendar search results with red star designation.
- ★ Exclusive event summary page with complete information (see below), a map of your event, plus results post-event as well as event newsfeed. See online examples of [State Street Mile](#) and [GNC Live Well Liberty Mile](#).
- ★ Mile wire e-newsletter inclusion and highly engaged social media posts powered by Bring Back the Mile as well as your event [news](#) featured on BringBacktheMile.com and BBTM logo use.

In addition to the above promotional benefits, the Bring Back the Mile team will work with you to share the compelling stories of the participating Milers, your community and the event's history.

The [Making the Most of Your Mile](#) series is an example of such story-telling.

BBTM also offers media & PR operational and on-site support for events, including Big Picture strategy, press release development, media outreach as well as sponsorship, event and athlete consulting.

For more information, contact Marketing Director David Monico at: [david@bringbackthemile.com](mailto:david@bringbackthemile.com)

We look forward to working with you to elevate and celebrate your Mile in our sport and beyond.