



## BBTM Featured Event: 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 our Mile wire e-newsletter and highly engaged social media channels. For your Mile, Featured Event promotional benefits include:

- ★ Featured at the top of our [Mile Calendar](#) with your logo and event summary. Our Calendar page is the most visited BBTM website section.
- ★ Rise to the top of Calendar search results with red star designation (see right column).
- ★ Exclusive event summary page with complete information, a map of your event, plus event newsfeed as well as results post-event. See online examples of [State Street Mile](#) and [Fleet Feet Well Liberty Mile](#).
- ★ Mile wire e-newsletter 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 & Mile icon use.

In addition to the above promotional benefits, the Bring Back the Mile team will work with you to share the compelling stories of your Mile athletes, your community and your event's history. The [Making the Most of Your Mile](#) series is an example of such story-telling and promotion.

Per your needs, 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 Ryan Lamppa at: [ryan@eventpro.us](mailto:ryan@eventpro.us)

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

**ELEVATE ★ CELEBRATE**

[WWW.BRINGBACKTHEMILE.COM](http://WWW.BRINGBACKTHEMILE.COM)