

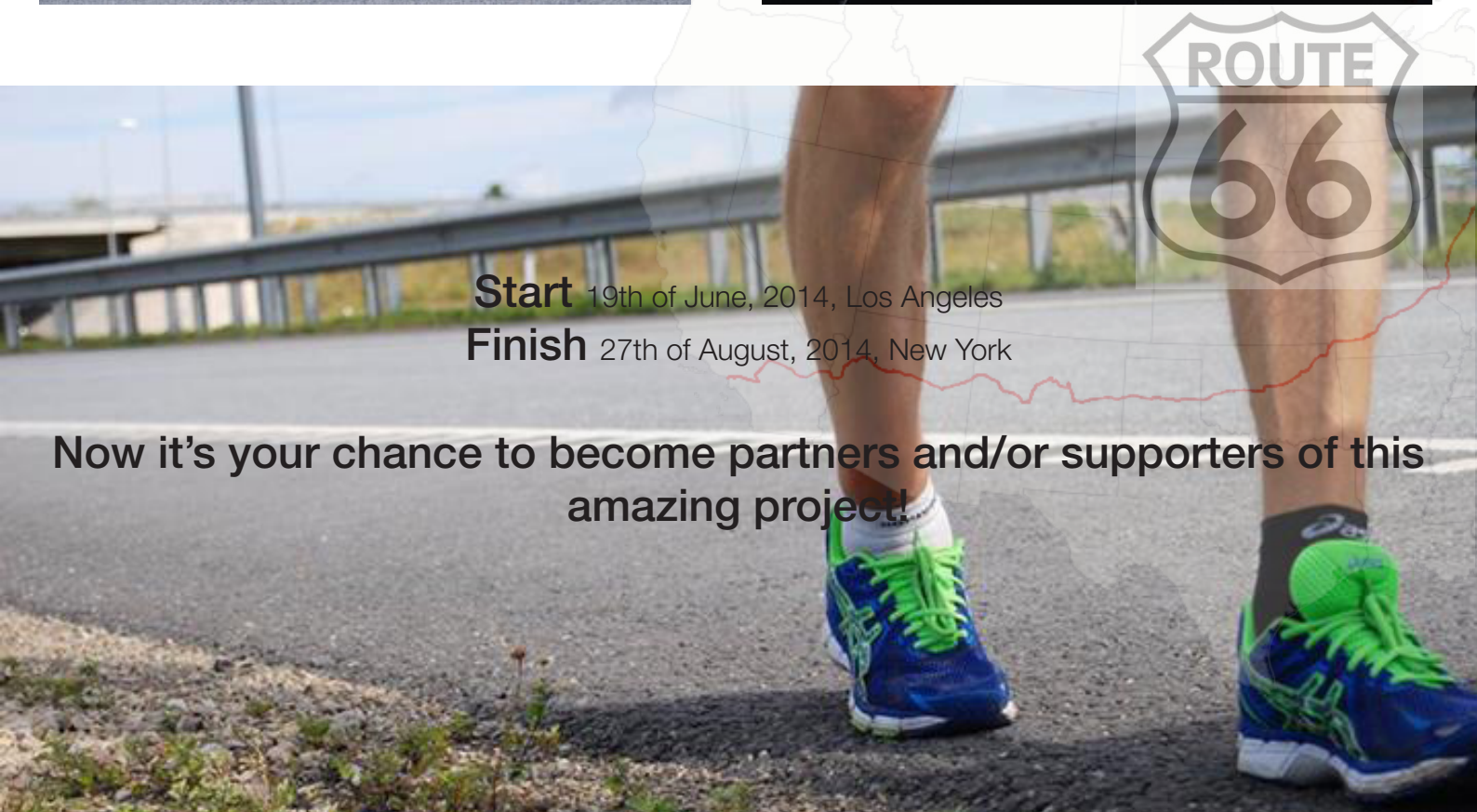
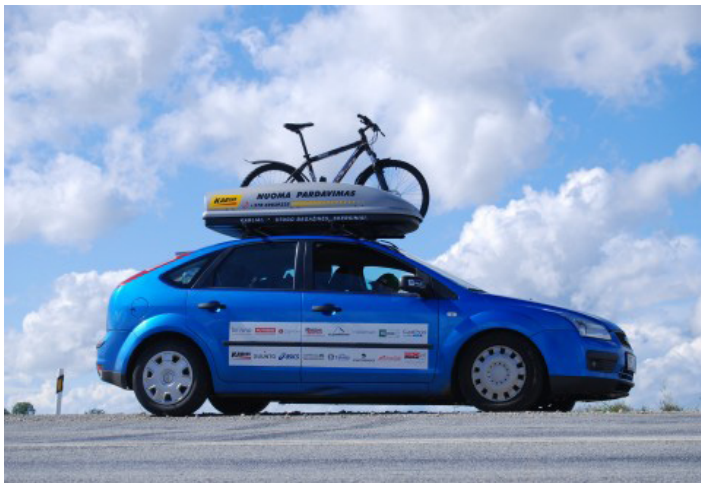
# ECHO LIFE STYLE

## LOS ANGELES - NEW YORK

### 5000 KM

“Los Angeles – New York 2014 ECHO Lifestyle” is a breath-taking fulfillment of Aidas Ardizjauskas American dream - a run from Los Angeles to New York.

Firefighter Aidas Ardizjauskas, have already run around Gibraltar, Vatican and Lithuania, overcame more than 3500 km and girdled the Baltic Sea. Now he is challenging human capabilities one more time. He is ready to fulfill his American dream - cross the North American continent from one coast of the United States to the other by overcoming more than 5000 km length running route from Los Angeles to New York.



**Start** 19th of June, 2014, Los Angeles

**Finish** 27th of August, 2014, New York

**Now it's your chance to become partners and/or supporters of this amazing project!**



## Opportunities for partners and sponsors

### Advertisement during the running:

- Company logo on car;
- Company logo on Aidas Ardzijauskas “runner’s number”;
- Direct products advertisement by using them (e.g. sportswear for all team, telephones, food, magazines, etc.);
- Company logo on running’s stands;
- Company logo on runners’, who will participate in running together with Aidas, diplomas;
  - Your company name positioning as a partner / sponsor of the running in all media announcements.

**[www.runnerpatch.com](http://www.runnerpatch.com)**

**(main website with all news and actual information)**

- Articles about company products, services (e.g. indirectly promoting new sneakers, describing how convenient is to run with them and etc.);
  - Banner marketing (different size, placement in website);
- Running participant’s photos with company products (e.g. running water “X”, a photo with a visible water bottle, logo);
  - Company logo in a website (size, placement depends on an agreement).

**[www.EchoLifestyle.com](http://www.EchoLifestyle.com)**

**(“Los Angeles – New York 2014 ECHO Lifestyle”)**

- Interview with partner (you could share not only your thoughts, opinion about the project, but also present your motivation and input to this project (a great opportunity to show your products, values, ideas, etc.) Interviews are available in two formats - text and video, support for the latter should be significant (video interview will be just for a few major donors);
- Articles about company products, services (e.g. indirectly promoting new sneakers, describing how convenient is to run with them and etc.);
  - Banner marketing (different size, placement in website);
- Running participant’s photos with company products (e.g. running water “X”, a photo with a visible water bottle, logo);
  - Company logo in a website (size, placement depends on an agreement).



## Facebook



- Partner products marketing (e.g. indirectly promoting products, describing their benefits, a place to improvise);
  - Company logotype on Facebook profile cover;
  - Partner's Facebook profile posts' sharing;
- Running participant's photos with company products (e.g. running water "X", a photo with a visible water bottle, logo);
- Competition where fans can win company productions;

## Press conferences

- Logo on project stand (which during the press conference will be behind the organizers);
- Company handouts, materials (they will be put on the tables; it can be flyers, notebooks, pens, water bottles, etc. It depends on the need, if sponsors will not have any ideas, we will suggest something).

**Investments are coordinated individually, according to resources, opportunities and needs. We prefer open conversation and search for the useful solutions for both parties.**

## Contacts

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