

**Welcome to the next phase of
your successful digital marketing strategy**



igiftbag™

The 2010 Marine Corps Historic Half iGiftBag

The 2010 Marine Corps Historic Half is proud to introduce an innovative AND interactive marketing vehicle designed to enhance your level of engagement with our loyal runners. The 2010 Marine Corps Historic Half iGiftBag™ is an interactive, virtual “gift bag” served electronically to each runner that registers for the 2010 Marine Corps Historic Half featuring rich-media digital gifts from local and national race sponsors.

The Marine Corps Historic Half iGiftBag will be distributed to the estimated 11,000 runners that register online prior to the May 16, 2010 event date. This new digital initiative will be made available at introductory rates to new and existing sponsors, but a limited number of iGiftBag slots are available and we are expected to sell out shortly after release.

Design a compelling digital campaign that could include:

- ★ Consumer offers in the form of digital coupons redeemable online or in-store (including mobile phone solutions)
- ★ Access to exclusive video/audio content
- ★ Gaming content for enjoyment
- ★ A platform to distribute your new web tools, including widgets and apps
- ★ Higher consumer response and click-thru rates*
All gifts/offers will be formatted **at no additional cost** into rich media for a more dynamic user experience
- ★ Measure the effectiveness of your campaign's success with our simple and secure data reporting tools
- ★ Participate in a rapidly growing commitment to a greener and environmentally-friendly racing series



How It Works: The iGiftBag Format

Here's how simple our engaging iGiftBag format works:

1

Create a compelling consumer offer for targeted distribution to our 11,000 runners.

2

Select an iGiftBag format (see examples to the right)

3

Allow the Marine Corps Historic Half team to transform your unique offer into a rich-media presentation that our participants will receive electronically upon their registration

4

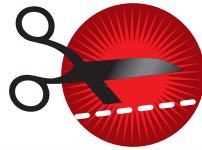
The Marine Corps Historic Half will send our digital gift bag to all 11,000 runners approximately 2 weeks before the May 16 event, and your gift will be featured as one of a select few items for a runner to click and activate

5

Measure the impact of your campaigns results real-time with our proprietary and secure Client Dashboard tool

The Gifts

Here are a few formats for you to select from:



Digital Coupons

Digital coupons from local and national retailers or business

services that can be downloaded and redeemed provide your sponsors with a direct, targeted marketing tool to encourage your race registrants to try their products and services.



How-To information

Offer races useful and exclusive how-to information such as running

training, restaurant or tourist guides, recipes in easy-to-use digital formats.



Online Games

By providing our iGiftBag recipients with sponsored trivia games, Instant win games,

among others, you are able to associate your brand with a fun, engaging game experiences that are blended with a high quality interactive partner messaging/theme. iGiftBag.com has developed games in-house and partners with third-party casual game developers to offer a suite of game offerings for your consideration.



Premium Digital Content

Give our racers access to sponsored premium and exclusive media

content such as fitness, business or lifestyle videos, PDF books, audio books, among other formats. This can also include online access to business or consumer services to test or use.



Gift Cards and Certificates

Sponsors can use the Historic Half iGiftBag to directly target our race

registrants with gift cards and certificates that promote online, retail or business services purchases at a discount.



Access to New Web Tools, Widgets and Applications

The iGiftBag platform enables

partners to distribute fun and useful mobile apps, Web widgets and applications for travel and leisure.

It's important to note that that iGiftBag digital gifts can come in all shapes and sizes that's the power and the promise of the iGiftBag. Your gift can be as straightforward as a standard coupon code that is programmable within your e-commerce portal, as progressive as utilizing our mobile phone applications and embedding your digital coupon into a mobile phone offer that is scannable at your point-of-sale, or even as entertaining and fun as using an iGiftBag.com online game that weaves the fabric of your brand into the gaming experience. Just remember: we'll transform your offer **AT NO ADDITIONAL COST** into a rich media presentation.

Program and Investment Summary:

iGiftBag Distribution

After registering online for our race, an estimated 11,000 registrants will receive an email two weeks before the May 16 race day with a link to their customized iGiftBag. They click on an iGiftBag icon and enter the Marine Corps Historic Half iGiftBag.

Eight (8) Premium iGift Bag Slots

The Historic Half iGiftBag will feature up to eight (8) virtual “gifts”, all of which will appear within rich media format and targeted directly to our race registrants.

Twenty-Five (25) Online Coupon Slots

The 2010 Historic Half iGiftBag also includes slots to display twenty-five (25) interactive coupons from local, regional and/or national sponsors which runners can download and print, redeem online on your website, or send to their mobile phone to redeem in-store.

Premium iGiftBag Slot

\$0.12 per registered runner

A premium iGiftBag slot within the iGiftBag carousel prominently includes an engaging rich-media branded template that can feature interactive coupons and certificates, downloadable items, streaming video, casual games, and mobile applications, among other things. And, any gift offer can be served to a racer's mobile phone to be redeemed in a retail location.

Coupon iGiftBag Slot-

\$0.10 per registered runner

Local and national sponsors, including 2010 Historic Half Expo partners, can use the Coupon iGiftBag slots as a powerful touchpoint to connect with our runners. Our iGiftBag Connect application provides a simple, easy method for partners to serve mobile coupons as a gift so that your registrants can access gifts on-the-go and even out-of-town. iGiftBag coupons can also include links to your web sites and your PDF brochures. Coupons can be easily and simply created online using iGiftBag.com's Coupon application.

For more sponsorship information, please contact AnneMarie Staab, Marine Corp Historic Half Expo Coordinator at 703-432-1166 or annemarie.staab@usmc.mil or John Dettling of iGiftBag.com at 571-296-8410 or john@igiftbag.com.



Examples of premium gift spots.

