

# 5K FUN RUN

## MATERIAL SPECIFICATIONS

### Deliverables due to RSNA by August 1

- Company name for recognition in the following materials:
  - Coverage of the 5K Fun Run in the Daily Bulletin, RSNA's official meeting newspaper
  - Coverage of the 5K Fun Run in the R&E Foundation Focus e-newsletter
- **Logo file:** Logo files should be provided in both scalable (.ai, .eps, or .svg) **and** .jpg or .png formats with transparent backgrounds. A minimum width of 500 pixels is suggested for .jpg and .png files. All logos will be resized by RSNA Marketing and our vendors to best fit the placement and to ensure consistent sizing. It is highly recommended for sponsors to provide brand guidelines to accompany the logo. Examples of logo placements are available upon request.
- Logo recognition will be included on the following materials:
  - Race Start sign
  - Race Finish sign
  - Race participant shirts
  - Race bibs
  - Gear Check Tent signage and bags
  - RSNA.org 5K Fun Run web page
  - Reminder e-blasts sent to participants
  - RSNA 2024 Meeting Guide

Submit company name for recognition and logo files to [sponsors@rsna.org](mailto:sponsors@rsna.org).

Reach out to the RSNA sponsorship team with any questions at the email noted above.