



## Sponsorships

### **Purpose:**

Execute a world-class 2<sup>nd</sup> annual 5K footrace that provides a non-profit revenue stream that supports the Matt Garcia Youth Center & the Fairfield Police Activities Leagues (FPAL) programs. All race proceeds after expenses will be given to FPAL in an effort to sustain and expand existing facilities and programs in an effort to provide a safe and positive venue for the area's youth.

Date: Saturday, April 17, 2010      Start Time: 8 a.m.      Venue: Downtown Fairfield, CA

Website: [www.runforgood5k.com](http://www.runforgood5k.com)

Email: [info@runforgood5k.com](mailto:info@runforgood5k.com)

### **Vision:**

The overall vision is to foster a strong community, its health & fitness, along with its environment. This premier inaugural footrace has the potential to replicate into a multi-regional and/or national event.

### **Mission:**

The event will be directed by Timothy Tenne in coordination with the City of Fairfield. It will comprise a field that spans from elite runners to new runners and include walkers, wheelchair athletes, children, and pets. All divisions will be safely coordinated and separated, as necessary. Every effort will be made to use environmentally friendly or "green" initiatives – Fairfield police bicycle support, versus motor vehicles, and compostable and recyclable materials.

The race will benefit the city of Fairfield, surrounding area, as well as local/regional businesses and sponsors, by increasing foot-traffic within the downtown business district and by projecting a positive image of the community.

### **Goals:**

Participants: 2,000 participants for the second year.

Proceeds for FPAL: \$25,000 - \$50,000 (combined from participants and sponsors)

### **Sponsorships and Levels:**

First, and foremost all in-kind and/or monetary sponsorships are fully tax deductible and are highly encouraged at any level. Through marketing and public relations this event will reach a market that includes the bay area through the Sacramento metros areas and has the potential of direct marketing to over 10,000 on race day.

Gold sponsorship includes a minimum of \$5,000 dollar monetary and/or in-kind donations to the event. This level of sponsorship will receive premier marketing inclusion and delineation to include business name/logo placement on all marketing materials to include, but not limited to: website, registration forms, posters, and the t-shirt. In addition, your business will be afforded a tent at the post-race expo.

Silver sponsorship includes a minimum of \$2,500 dollar monetary and/or in-kind donations to the event. This level of sponsorship will include logo/name recognition on most marketing materials (to be determined by race committee) and expo tent provided for post-race expo.

Bronze sponsorship includes a minimum of \$1,000 dollar monetary and/or in-kind donations to the event. This level of sponsorship will include business name/logo placement on race day sponsor banner and a tent at the post-race expo.

Other sponsorship includes no minimum of monetary and/or in-kind donations to the event. This level of sponsorship will be coordinated with the race director concerning marketing and media details.

**Expo:**

The race will feature a post-race expo that will allow sponsors and other business to make personal contact with all of the participants, as well as, many others. All Gold and Silver sponsors will have a secured spot within the Expo, but all other sponsors may participate at the discretion of the race director for a small fee of \$150 dollars. The event Expo coordinator will contact each sponsor prior to the race concerning

**Payment:**

All monetary sponsorship donations will be coordinated with the Race Director and sent directly to: Run for Good 5K FPAL, P.O. Box 3342, Fairfield, CA 94533

## Sponsorship Agreement Form

Donation type and/or amount and agreement: Tier1            Tier 2            Other            Expo

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Remarks:

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Proposal accepted by:

Race Director:

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Sponsor and/or Representative:

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_