

Mission Inn Run



RIVERSIDE, CALIFORNIA

Mission Inn Run 2011
November 12 & 13

Sponsorship Opportunities

We are pleased to announce that momentum has already begun for the 34th Annual Mission Inn Run!

We will again be offering a **2-day Health & Fitness Expo** at the Convention Center – a **Finish Line Festival**, complete with beer garden and live music – **Kids Fitness Fair** – and **team challenges** from various organizations. As a **City of Riverside Signature Event**, there will be a focus on live footage, photography and interviews to capture the enthusiasm brought to the Downtown region.

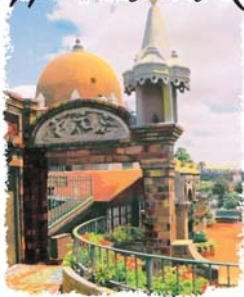
We invite you to share in our Vision for this year's Mission Inn Run. The financial support of your sponsorship is a highly visible component recognized by all participants, spectators and volunteers alike. Your financial sponsorship is also greatly appreciated by the Mission Inn Foundation in its efforts to educate and preserve the many treasures and stories lying within the Mission Inn. Our specific **goal** for the 2011 Mission Inn Run is to raise funds to hire a full time **Curator of Education**.

The Mission Inn Run remains a perfect opportunity to reach out to an all-inclusive demographic. We invite you once again to be a part of the celebration and education in the health, fitness and well-being of the Riverside community ... all age groups focused on the people and businesses which support it.

"I've run nearly 50 marathons, countless half, 10k and 5k races and for this race to strike me as special really says a lot about the race organizers. I'm looking forward to next year's race and now that I've seen the lovely downtown area I'll be sure to visit with my family this holiday season. Great job!"

Nikkie Mitchell, Fullerton CA, 2009 ½ Marathon Participant.

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Invitation and Information for CELEBRATION MATERIAL SPONSORSHIP

How Your Support Can Help with CELEBRATION MATERIAL for the Mission Inn Run?

- ❖ Cash Prizes
- ❖ Medals
- ❖ Trophies
- ❖ T-Shirts

Total costs associated with the CELEBRATION MATERIAL amount to \$30,000 approximately.

Benefits Offered To You ...

- ❖ Your name and/or logo will be displayed on marketing collateral, including website (with link), flyers, banners, etc.
- ❖ Your name and/or logo will be displayed on the back of the run T-shirts
- ❖ Commemorative poster
- ❖ Complimentary runner entry
- ❖ Verbal recognition by Run Announcer
- ❖ Space for your organizational display at the Health & Fitness Expo and/or Finish Line Festival
- ❖ Complimentary breakfast at the ***Finish Line At The Fox*** (held in conjunction with the Run)

Quantities of benefits will be determined by the amount of monies donated. A minimum of \$500 is suggested, and exclusivity within a category is granted with a full sponsorship.

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Invitation and Information for COURSE SPONSORSHIP

How Your Support Can Help on the Course?

- ❖ Runner Bibs
- ❖ Chip Timing
- ❖ Time Management
- ❖ Course Management
- ❖ Port-a-Potties
- ❖ Water / Gatorade

Total costs associated with the Course amount to \$20,000 approximately.

Benefits Offered To You ...

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Invitation and Information for **FINISH LINE SPONSORSHIP**

How Your Support Can Help with FINISH LINE FESTIVAL for the Mission Inn Run?

- ❖ Equipment Rentals
- ❖ Entertainment (DJs and Bands)
- ❖ Licensing

Total costs associated with the FINISH LINE FESTIVAL amount to \$5,000 approximately.

Benefits Offered To You ...

- ❖ Your name and/or logo will be displayed on marketing collateral, including website (with link), flyers, banners, etc.
- ❖ Your name and/or logo will be displayed on the back of the run T-shirts
- ❖ Commemorative poster
- ❖ Complimentary runner entry
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Invitation and Information for MARKETING & MEDIA SPONSORSHIP

How Your Support Can Help with MARKETING & MEDIA for the Mission Inn Run?

- ❖ Advertising Promotions
- ❖ Banners and Signage
- ❖ Flyer Distribution
- ❖ Mailings
- ❖ Printing Costs

Total costs associated with the MARKETING amount to \$20,000 approximately.

Benefits Offered To You ...

- ❖ Your name and/or logo will be displayed on marketing collateral, including website (with link), flyers, banners, etc.
- ❖ Your name and/or logo will be displayed on the back of the run T-shirts
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Invitation and Information for KIDS FITNESS FAIR SPONSORSHIP

How Your Support Can Help with KIDS FITNESS FESTIVAL for the Mission Inn Run?

- ❖ Equipment Rentals
- ❖ Entertainment

Total costs associated with the KIDS FITNESS FAIR amount to \$5,000 approximately.

Benefits Offered To You ...

- ❖ Your name and/or logo will be displayed on marketing collateral, including website (with link), flyers, banners, etc.
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- ❖ Commemorative poster
- ❖ Complimentary runner entry
- ❖ Verbal recognition by Run Announcer
- ❖ Space for your organizational display at the Health & Fitness Expo and/or Finish Line Festival
- ❖ Complimentary breakfast at the ***Finish Line At The Fox*** (held in conjunction with the Run)

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Invitation and Information for SAFETY SPONSORSHIP

How Your Support Can Help with SAFETY the Course?

- ❖ Crossing Guards
- ❖ Police Fees
- ❖ Ambulance / First Aid Stations

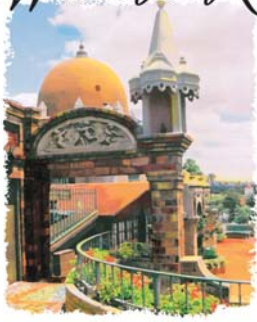
Total costs associated with the SAFETY amount to \$10,000 approximately.

Benefits Offered To You ...

- ❖ Your name and/or logo will be displayed on marketing collateral, including website (with link), flyers, banners, etc.
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Invitation and Information for EDUCATION SPONSORSHIP

How Your Support Can Help with our EDUCATION goals?

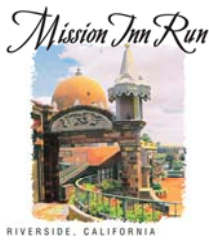
- ❖ Hire a full time Curator of Education
- ❖ Increase educational outreach to our schools
- ❖ Expand free programming & exhibitions
- ❖ Responsible for public and docent education

We welcome donations and sponsorship in any amount to help us achieve our goal of hiring a full time Curator of Education.

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MISSION INN RUN 2011 SPONSOR BENEFITS

BENEFIT	PLATINUM Presenting Sponsor 20,000	GOLD Level Victory Lap 10,000	SILVER Great Pace 5,000	Bronze Level Sprint Pace 2,500	Special Opportunity PARTNER 500-999
Title Sponsor					
Company name/ logo featured on front of Mission Inn Run T-shirts					
Company name/logo above the title on 1,000 full color posters					
Category exclusivity					
One year window of full, exclusive promotional use as an official sponsor, e.g., "Official Sponsor of the 2010 Mission Inn Run."					
Company name/logo on address side of over 75,000 full-color, glossy entry flyers					
Company name/logo prominently displayed top of 3,500 full-color, glossy event maps					
Invitation to "Finish Line at the Fox"					
Company name featured as sponsor on Mission Inn Run website					
Company name/logo on 1,000 full-color posters					
Company name/logo on sponsor section of 75,000 entry flyers					
Company name/logo featured on 5,000 glossy event maps					
Name/logo on back of up to 5,000 run T-shirts					
Prime booth space at Family Fitness Fair & Expo					
Verbal recognition by Run Announcer					
Complimentary runner entries	20	15	10	5	2
Cash Prize Sponsor - Name & Logo on the presentation check					
Name Your Benefit We can tailor a benefits package that works for you.					

* Mission Inn Foundation reserves the right to negotiate unique configuration of sponsor rates/benefits not listed on this sheet.

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Event Sponsor Application

34TH ANNUAL

Mission Inn Run

Company Name

Contact Name

Address

Email

Phone

Method of Payment

Visa / American Express

Check Enclosed

MasterCard / Discover

Check Number:

Bill Me

In-kind donation (please specify)

Credit Card # Exp. date

Signature

SPONSORSHIP LEVEL

- Platinum Presenting Sponsor (20,000)
Gold Level Victory Lap (10,000)
Silver Level Great Pace (3-5,000)
Bronze Level Sprint Pace (1,000-2,500)
Special Opportunity Partner (500-999)

AMOUNT

\$
\$
\$
\$
\$

SPONSORSHIP AREA PREFERENCE

- Celebration Sponsor
Finish Line Festival Sponsor
Safety Sponsor
Course Sponsor
Marketing Sponsor
Kids' Fitness Fair Sponsor
Marketing Sponsor

Please mail or fax back to:

Mission Inn Foundation/Mission Inn Run
3696 Main St.
Riverside, CA 92501
Phone 951-781-8241
Fax 951-341-6574
Email: run@missioninnmuseum.com

Total: \$