



14TH ANNUAL RUN FOR FOOD

2019 Sponsorship

Opportunities

PRESENTED BY CALIFORNIA OLIVE RANCH

Dear Friend of the Run,

THE 14TH ANNUAL RUN FOR FOOD PRESENTED BY CALIFORNIA OLIVE RANCH WILL BE HELD ON THURSDAY, NOVEMBER 28, 2019, AND WE ARE SEEKING YOUR SUPPORT TO HELP US REACH OUR GOAL OF RAISING MONEY AND AWARENESS FOR THE JESUS CENTER.

THE RUN FOR FOOD, HELD IN BIDWELL PARK, IS CHICO'S LARGEST EVENT AND A MAJOR FUNDRAISER FOR THE JESUS CENTER. THIS FAMILY-FRIENDLY EVENT REGULARLY HOSTS GENERATIONS OF FAMILIES JOINING TOGETHER TO ENJOY THE THANKSGIVING HOLIDAY AND MAINTAINING A TRADITION OF SUPPORTING OUR CAUSE.

BY SUPPORTING THE RUN FOR FOOD, YOU HAVE THE OPPORTUNITY TO MEET THE NEEDS OF THOSE EXPERIENCING HOMELESSNESS IN OUR COMMUNITY, AND BE A POSITIVE INFLUENCE. YOUR SUPPORT IN THE FORM OF SPONSORSHIP OF THE RUN FOR FOOD ALLOWS YOU TO DIRECTLY CONTRIBUTE TO THE IMPROVEMENT OF LIVES IN CHICO.

ALL PROCEEDS FROM THE RUN FOR FOOD ARE USED TO IMPROVE PROGRAMS AND SERVICES AT THE JESUS CENTER. YOU CAN LEARN MORE ABOUT OUR MISSION BY VISITING OUR WEBSITE, WWW.JESUSCENTER.ORG.

ON BEHALF OF THE RUN FOR FOOD, WE INVITE YOU TO BECOME A SPONSOR OF OUR LARGEST COMMUNITY FUNDRAISER. EACH SPONSOR WHO MAKES A CONTRIBUTION TO THE EVENT IS ENSURED MAXIMUM EXPOSURE TO THE LOCAL COMMUNITY. ALL IN ATTENDANCE, WHICH WE ANTICIPATE TO BE 5,000, WILL BE WELL AWARE OF YOUR GENEROUS SUPPORT THROUGH A BROAD RANGE OF MEDIA COVERAGE—INCLUDING PRINT, TELEVISION, RADIO AND WEB.

We look forward to your support!

LAURA COOTSONA
JESUS CENTER, EXECUTIVE DIRECTOR

AMBER ABNEY-BASS
JESUS CENTER, ASSISTANT DIRECTOR



THURSDAY
NOV
28TH
2019

2019 FACT SHEET

The Run for Food

ENTERING ITS 14TH YEAR, THE RUN FOR FOOD IS A MAJOR FUNDRAISER FOR THE JESUS CENTER IN CHICO. IN RESPONSE TO THE COMPLEXITY OF HOMELESSNESS, HUNGER AND POVERTY, THE JESUS CENTER WORKS WITH OUR COMMUNITY TO RESTORE THOSE SUFFERING FROM ISOLATION TO COMMUNITY INTEGRATION.

Course Route

THE RACE WILL BEGIN AND END AT ONE MILE RECREATION AREA IN BEAUTIFUL BIDWELL PARK. THE COURSE WILL FOLLOW A 5K LOOP THROUGH THE PARK TO THE DEER PEN BRIDGE AND BACK TO THE ONE MILE AREA.

Marketing Campaign

ADVERTISING INCLUDES HEAVY SATURATION (BASED ON SPONSORSHIP LEVEL) OF BOTH THE LOCAL COMMUNITY AND SURROUNDING BUTTE COUNTY COMMUNITIES VIA PRINT, RADIO, WEB, AND A HIGH EXPOSURE BANNER CAMPAIGN AT BROADWAY & MAIN STREET IN CHICO (UP TO 25,000 VEHICLES DAILY). EMAIL, FLYER DISTRIBUTION, EVENT MARKETING, AND PARTNER CROSS-PROMOTION WILL ALSO BE UTILIZED FOR GREATEST IMPACT.

Participant Stats

| | | | |
|-------------|----------------|-------------|-----------|
| ADULTS: 81% | BUTTE COUNTY | FEMALE: 58% | 30 AND |
| | RESIDENTS: 80% | MALE: 42% | OVER: 61% |

Race Day

THURSDAY,
NOV. 28

5K RUN/WALK

Projected Audience

5,000
PARTICIPANTS
80%
BUTTE
COUNTY
RESIDENTS

Packet Pickup

TUESDAY,
NOV. 20 &
WEDNESDAY,
NOV. 21

2019 Sponsorship Opportunities

\$5,000 PLATINUM SPONSOR PACKAGE

THIS IS THE PREMIUM LEVEL OF SPONSORSHIP DESIGNED TO GIVE A HIGH LEVEL OF EXPOSURE TO YOUR COMPANY.

- COMPANY LOGO AT STARTING LINE, FINISH LINE, AND POST-FINISH PHOTO-OP AREA
- COMPANY LOGO ON RACE DAY T-SHIRTS (5,000)
- COMPANY LOGO DISPLAYED ON ONLINE REGISTRATION
- COMPANY LOGO, CONFIRMATION PAGE AND PARTICIPANT RECEIPT
- COMPANY RECOGNITION VIA FACEBOOK SOCIAL MEDIA POSTS
- EXPOSURE AND RECOGNITION IN EVENT EMAIL BLASTS
- WEBSITE LINK FROM THE RUN FOR FOOD WEBSITE
- RECOGNITION AWARD FOR DISPLAY AT YOUR BUSINESS
- COMPLIMENTARY RACE PARTICIPANT REGISTRATIONS (10)
- COMPANY RECOGNITION BY EMCEE THROUGHOUT RACE DAY
- PARTICIPATION IN THE VIRTUAL EVENT BAGS

\$10,000 PRESENTING SPONSOR PACKAGE WITH EXCLUSIVE PRESENTING RIGHTS

IS THE HIGHEST LEVEL OF SPONSORSHIP DESIGNED TO GIVE MAXIMIZE EXPOSURE TO YOUR COMPANY. THE RUN FOR FOOD WILL PROVIDE THE PRESENTING SPONSOR WITH THE MINIMUM FOLLOWING SERVICES:

- EXCLUSIVE PRESENTING RIGHTS TO THE EVENT
- COMPANIES NAME WILL FOLLOW RUN FOR FOOD IN ALL MARKETING AND PROMOTIONAL MATERIALS (I.E. RUN FOR FOOD PRESENTED BY COMPANY X/2)
- PROMINENTLY PLACED COMPANY NAME AND LOGO ON RACE PARTICIPANT T-SHIRTS
- COMMUNITY PROMOTION, PRESS RELEASES, WEB CONTENT, SOCIAL MEDIA, POSTCARDS, FLYERS, ETC.
- COMPANY REPRESENTATIVE TO CONDUCT STARTING CALL
- COMPANY RECOGNITION BY EMCEE THROUGHOUT THE RACE DAY
- COMPLIMENTARY RACE PARTICIPANT REGISTRATIONS (20)
- COMPANY REPRESENTATIVE AT AWARDS CEREMONY
- PARTICIPATION IN THE VIRTUAL EVENT BAGS

\$2,500 GOLD SPONSOR PACKAGE

A SPONSORSHIP LEVEL DESIGNED TO GIVE PROMINENT LEVELS OF EXPOSURE TO ALL PARTICIPANTS.

- COMPANY LOGO ON RACE DAY T-SHIRTS (5,000)
- COMPANY LOGO DISPLAYED ON ONLINE REGISTRATION
- COMPANY LOGO, CONFIRMATION PAGE AND PARTICIPANT RECEIPT
- COMPANY RECOGNITION VIA FACEBOOK SOCIAL MEDIA POSTS
- EXPOSURE AND RECOGNITION IN EVENT EMAIL BLASTS
- WEBSITE LINK FROM THE RUN FOR FOOD WEBSITE
- RECOGNITION AWARD FOR DISPLAY AT YOUR BUSINESS
- COMPLIMENTARY RACE PARTICIPANT REGISTRATIONS (6)
- COMPANY RECOGNITION BY EMCEE THROUGHOUT RACE DAY
- PARTICIPATION IN THE VIRTUAL EVENT BAGS

PLEASE REFER TO THE SPONSORSHIP GRID FOR COMPLETE BENEFITS.

2019 Sponsorship Opportunities (Continued)

\$1,000 SILVER SPONSOR PACKAGE

This level of sponsorship is designed to give high levels of exposure to all participants.

- COMPANY LOGO ON RACE DAY T-SHIRTS (5,000)
- EXPOSURE AND RECOGNITION IN EVENT EMAIL BLASTS
- WEBSITE LINK FROM THE RUN FOR FOOD WEBSITE
- COMPLIMENTARY RACE PARTICIPANT REGISTRATIONS (4)
- PARTICIPATION IN THE VIRTUAL EVENT BAGS

\$150 FRIENDS OF THE JESUS CENTER

A great opportunity for families looking to show support.

- RECOGNITION ON THE RUN FOR FOOD WEBSITE
- EXPOSURE AND RECOGNITION IN EVENT EMAIL BLASTS
- NAME APPEARS ON A SHARED RACE KILOMETER MARKER ON RACE DAY

\$500 BRONZE SPONSOR PACKAGE

Ideal for businesses interested in added marketing exposure.

- EXPOSURE AND RECOGNITION IN EVENT EMAIL BLASTS
- WEBSITE LINK FROM THE RUN FOR FOOD WEBSITE
- COMPLIMENTARY RACE PARTICIPANT REGISTRATIONS (2)
- PARTICIPATION IN THE VIRTUAL EVENT BAGS
- COMPANY NAME APPEARS ON A SHARED RACE KILOMETER MARKER ON RACE DAY

TEAM SPONSOR

For employee groups of 15 or more registering and paying together by **November 1st.**

- COMPANY NAME RECOGNIZED ON THE RUN FOR FOOD WEBSITE



Please refer to the Sponsorship Grid for complete benefits.

2019 SPONSORSHIP GRID

| BENEFITS | PRESENTING (\$10,000) |
|--|--------------------------|
| Presenting sponsor of the event | - |
| Company Representative to conduct Starting Call (script provided) | - |
| Company Representative at Awards Ceremony | - |
| Prominent Company name and logo on Race Participant T-Shirts (5,200) | - |
| Company name on Official Race Bibs | - |
| Complimentary Race Participant Registrations | 20 |
| ALL BENEFITS OF PLATINUM LEVEL AND BELOW | - |

| BENEFITS | PLATINUM (\$5,000) | GOLD (\$2,500) | SILVER (\$1,000) | BRONZE (\$500) | FRIENDS (\$150) |
|--|-----------------------|-------------------|---------------------|-------------------|--------------------|
| Company logo at starting line, finish line, and post-finish photo-op area | - | | | | |
| Company logo on TV ad (Must be received by Oct. 15th) | - | - | | | |
| Company logo on Race Participant T-Shirt (5,000 shirts) | - | - | - | | |
| Company logo displayed on online Registration Confirmation Page & Participant Receipt | - | - | | | |
| Company recognition via Facebook social media postings | - | - | | | |
| Company logo appears on appropriate signage | - | - | - | - | |
| Company recognition with logo in Jesus Center December Newsletter (60,000 circulation) | - | - | | | |
| Exposure and recognition in an email blast to over 6,500 individuals | - | - | - | - | - |
| Website link from the Run for Food website | - | - | - | - | |
| Recognition award for display at your business | - | - | | | |
| Recognition by emcee during the event | - | - | - | - | - |
| Complimentary Race Participant Registrations | 10 | 6 | 4 | 2 | |
| Ability to distribute offer or coupon in Virtual Event Bag | - | - | - | - | |
| Company name appears on a shared race kilometer marker on Race Day | | | | - | - |
| Recognition on Run for Food website | | | | | - |

2019 SPONSORSHIP DONATION FORM

Name of Business/Organization: _____

Address _____ City: _____ State: _____ Zip: _____

Contact Name: _____ Telephone: _____

Email: _____

Website: _____



Sponsorship Level: (Check One)

SECURED _____ Presenting (\$10,000) _____ Platinum (\$5,000) _____ Gold (\$2,500)
_____ Silver (\$1,000) _____ Bronze (\$500) _____ Friend (\$150)
_____ Team

Amount Enclosed: _____

ATTN: PRESENTING, PLATINUM, GOLD & SILVER SPONSORS

PLEASE EMAIL YOUR COMPANY LOGO TO

LISA@RUNFORFOOD.COM

LOGOS MUST BE RECEIVED NO LATER THAN **OCTOBER 15, 2018**
TO BE INCLUDED IN MARKETING MATERIALS.

Signature: _____

Sponsorship Signature -To ensure all marketing benefits, your commitment and payment must be received no later than **October 15, 2018**.

All sponsorships are subject to APPROVAL.

Please make checks payable to Run For Food.

P.O. Box 1535

Chico, CA 95927

Do you prefer to pay electronically? No problem! Please contact us at info@RunForFood.com, for a payment link.

For questions about the **Sponsorship** process, please contact us at info@RunForFood.com.

