



## **iRun for Kids Sponsorship Fact Sheet**

**Event:** iRun for Kids is an annual fundraiser to support the activities and programs of the Albany Public Schools Foundation.

**Location:** The race is a 10 mile or 5K run/walk which takes place in Albany.

**Date/Time:** Saturday March, 11<sup>th</sup> 2017 / 9am

**Attendance:** 750+ runners and walkers (kids and adults)

**Audience:** Targeted to runners in the Willamette Valley. The 5k is a family friendly run/walk while the 10 mile draws serious runners from all over the Willamette Valley.

### **Race Entry**

**Cost:** 10 mile: \$45  
5K: \$35  
Students (18 and under): \$5  
T-Shirts: \$15

### **Marketing**

**Opportunities:** Logo on back of T-shirt  
Radio and print coverage  
TV ads – Eugene to Portland  
On-site branded signage and posters  
Facebook and website sponsor listing  
Booth presence  
Goody Bag Swag



### **Promotion**

**Ideas:** Contests and promotions, booth presence, items in runner goody bags, enter race as a company team (certain sponsorship levels include shirts and race entries).

### **Sponsorship**

**Options:** Sponsorship options range from the Red Apple sponsor at \$500 to a Presenting sponsor for \$5000.

# 2017 Annual iRun for Kids Sponsorship Pledge Form

Business Name	As it will appear in advertising and press releases
Contact Person	
Mailing Address	
City, State, Zip	
Phone Numbers	Work, Cell and Fax
<b>***E-mail</b>	

Please complete form and return by **November 1, 2016** for maximum advertising exposure. Payment is due by February, 2017.

Please complete the form below for amount of sponsorship pledge and type of donation or type of trade for in-kind products or services.

Sponsorship Amount	Cash <i>Check Here</i>	In-Kind donation/trade for products or services <i>Please include market value for in-kind donation</i>
<b>Presenting</b> \$5000 <small>Logo Needed</small>		
<b>Big Apple</b> \$2500 <small>Logo Needed</small>		
<b>Golden Apple</b> \$1000 <small>Logo Needed</small>		
<b>Red Apple</b> \$500		

In exchange for advertising and other considerations, the undersigned agrees to sponsor iRun for Kids in the amount of \$\_\_\_\_\_.

Checks may be made payable to: The Albany Public Schools Foundation.

Mail to: Albany Public Schools Foundation, P. O. Box 1772, Albany, OR 97321. (Questions? Call 541-979-2773)

Thank you for your support.

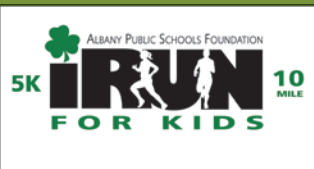
*Please make a copy for your records. The APSF is a qualified 501(c)3 - Federal Tax ID # 93-0881300. Your donation is tax deductible to the extent of law.*

Paid Check # \_\_\_\_\_ Date: \_\_\_\_\_  Please invoice me.

Authorized by (Print): \_\_\_\_\_

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

Mail to: Albany Public Schools Foundation, P. O. Box 1772, Albany, OR 97321



# Sponsorship Levels

2017 Benefits	Presenting \$5000	Big Apple \$2500	Golden Apple \$1000	Red Apple \$500
Race Bibs	Company name or logo included on race bib	N/A	N/A	N/A
T-Shirt	Company logo included on the top of the T-Shirt	Company logo prominently displayed on the T-shirt	Company logo on the shirt	T- Company name on the T-Shirt
Website	Company logo prominently displayed on APSF and Run Registration websites	Company logo prominently displayed on APSF and Run Registration websites	Company logo displayed on APSF and Run Registration websites	Company name listed on the website
Posters and Branded Signage	Company logo prominently displayed on the poster / branded signage at the start/finish line	Company logo displayed on the poster / branded signage at the event	Company logo included on the poster	Company name included on the poster
PR & Media Inclusions	Company logo/name included in press releases, print ads, radio ads, and television as presenting sponsor	Company logo/name included in press releases, print ads, radio ads, and television when available	Company logo/name included in press releases, print ads, and radio ads	Company name listed in thank you ad in the Albany Democrat Herald
Social Media	Included in all social media posts as the presenting sponsor	Included in selected media posts	N/A	N/A
Run Entry Inclusions	Up to ten entries with T-shirts included	Up to five entries with shirts included	T- Up to five entries with shirts included	T- Up to two entries with T-shirts included
Start/Finish Line Recognition	Start/Finish line recognition of sponsorship	Start/Finish Line Recognition of sponsorship	Start/Finish Line Recognition of sponsorship	N/A
Booth Presence	Booth optional	Booth optional	Booth optional	Booth optional