



October 24, 2010

Pomona | La Verne | San Dimas | Claremont | Upland

The Five Cities Marathon Running Events

PO Box 2006-Rancho Cucamonga, CA 91739

909-226-7906

info@fivecitiesmarathon.com

Mission Statement of the Five Cities Marathon Running Events

The Five Cities Marathon Group, is an organization dedicated to enhancing the quality of life to the residents of this region, offering them superior events that will lead them to a better quality of life, whether participating as competitors, supporters, or volunteers. Our mission is to bring a greater awareness of a healthy community. We are a group of runners and business people who have dedicated ourselves to the love of the sport and have come together to present this area with a running event long overdue.

About the Participating Cities

The idea of creating a five cities Marathon is based on the success of one of our country's most popular marathons, **The New York City Marathon**. As this race runs through 5 beautiful Burroughs, Five Cities Marathon Running Events envisioned a race through 5 cities, where the unique locale, each city's community spirit, beautiful and historic areas and a great course would be highlighted.

Our Marathon event is proposed for October 24, 2010 and is proposed to run through the California communities of Pomona, San Dimas, La Verne, Claremont, and Upland.

Sponsors

In approaching our Sponsors, we have sought out carefully, those Sponsors beneficial to the communities, reaching all age levels of the communities, and with a vision similar to ours, that of promoting a health conscious community for years to come.

Please review the following pages of our Marketing Proposal/Sponsorship Opportunity.

and

COME RUN WITH US!!

The Five Cities Marathon Running Events

Marathon Date: October 24, 2010

About the Event

More than a race, this well-deserved Prime Event, will include a variety of Race Day events and a two-day pre-race Health and Fitness Expo.

Drawing spectators and competitors from all regions, the marathon will showcase the best of these cities.

A variety of race-day events will draw a range of participants, from Elite Runners to running enthusiasts of all age levels. This event will see between 7,000-9,000 participants pass through city landmarks and scenic neighborhoods.

Being one of only two events of this magnitude, encompassing various cities, as a sole event, will garner national and international attention to this area.

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Our Sponsorship Opportunity

By sponsoring the event, your company will demonstrate a stance toward community health and wellness.

Our Running Event ads will appear in such periodicals as:

Runners World with a circulation of 640,000

Competitor with a circulation of over 100,000

Print Advertising – Participant and Spectator guides

Online Advertising to over 80 Running clubs

Monthly emails sent to all e-newsletter subscribers

Event – local community events where Five Cities will promote our event along with our

Sponsors – Sponsors will go everywhere Five Cities goes to promote this event.

Stores – signage placed in stores with Sponsors’ logos throughout the communities

Apparel – will prominently bear the Five Cities event and the sponsors’ logos on:

All official participant t-shirts	(7,000)
Volunteer shirts	(1,000)
Staff Official Apparel	

Sponsorship Levels

We offer to you, our Sponsor, the following Sponsorship levels for this event. Understanding the individuality of each potential sponsor, we are dedicated to working with you to market your company with a plan that will best suit the needs of your business, and your budget. The levels are as follows:

Title Sponsor

As the Presenting Sponsor, you will play an important role in the shaping of this event. Your company will actually stake claim to this race that is certain to become one of the premier running event in the United States. You will receive extensive and exclusive benefits, and prominent recognition. As a Presenting Sponsor the Event will carry the name:

The Five Cities Marathon Presented by “Your Company Name”

Your Logo will be visible on the following:

- ❖ All event print and online advertising
- ❖ Event signage
- ❖ Spectator and Participant guides
- ❖ All official Event t-shirts
- ❖ All Race Bibs
- ❖ All event apparel
- ❖ Staff Credentials
- ❖ Finish Line Tape

Marketing

Your name will go everywhere the Five Cities Marathon Running Events goes:

Electronic Media	Name and Logo included in all Pre-Events Spots
Print Media	Name Logo prominent in all print advertising
Internet	Name and Logo prominent on Five Cities Marathon website Logo on all newsletters
Press	Recognition as Presenting Sponsor via Press Release Photo opportunities with race event winners

Sale/Promotion

- ❖ 20'x10' space at the Fitness Expo where your product can be displayed, demonstrated, sampled, or sold. Centrally located upon entry to hall or area.
- ❖ Opportunity to sell product via The Five Cities Marathon website and newsletters.

Special Recognition and Benefits

Entry to the VIP tent at the Finish Line on Race Day

Complimentary entries to any race day event

Company banner to be displayed at two day Expo

Company banner to be displayed at Start/Finish

Continuous recognition by announcers throughout weekend of the event

Introduction of Company Representative at Starting line

Half Marathon – Investment \$3,500+ (limited number)

As a Half Marathon Sponsor, you will be second only to the Presenting Sponsor. You will receive extensive benefits and your product or service will be named as an official product or service of the Five Cities Marathon.

Your Logo will be prominent on the following:

- ❖ All event advertising
- ❖ Event signage
- ❖ Spectator and Participant guides
- ❖ Official Event Shirts
- ❖ Volunteer t-shirts

Marketing

- ❖ Electronic Media Your logo on Pre-event promotions
- ❖ Print Media Logo dominant in all print advertising
- ❖ Public Relations Photo opportunities with Winners of Race Events

Sales/Promotions

- ❖ 10'x10' space at Fitness EXPO where product can be sold, demonstrated or sampled
- ❖ Opportunity to sell product through Five Cities Marathon website

Special Recognition and Benefits

- ❖ 4 Complimentary tickets to the VIP tent at the Finish Line
 - ❖ 2 Complimentary entries to any event on race
- Banners may be displayed at EXPO, and Start/Finish lines
Continuous recognition by announcers throughout the weekend of the event
Introduction of Company representative during Race Day

10K Sponsor Investment \$750 (limited number)

As a Sponsor of the 10K Race, your organization will receive the following:

Your Logo will appear on the following:

- ❖ Selected event print and online ads
- ❖ Event signage
- ❖ Company Logo on Spectator Guides
- ❖ Volunteer Shirts
- ❖ 10K Participant t-shirt

Marketing

- ❖ Electronic Media name and Logo on all pre-event promotional spots
- ❖ Print Media Logo in all print advertising
- ❖ Photo opportunities with winners of race events

Special Recognition and Benefits

- ❖ 2 Tickets to the VIP tent at the Finish Line on Race Day
- ❖ 2 Complimentary entries to Kids Fun Run, 5K, or 10K
- Company banners to be displayed at Health & Fitness EXPO
- Company banners to be displayed at Start/Finish lines
- Continuous recognition by announcers throughout the weekend of the event

5K Sponsor Investment \$500 (limited number)

As a Sponsor of the 5K Race, your organization will receive the following:

Your logo will appear on the following:

- ❖ Selected event print and online ads
- ❖ Event signage
- ❖ Company Logo on Spectator Guides
- ❖ Volunteer Shirts
- ❖ Participant t-shirt

Marketing

- ❖ Electronic Media Name and Logo on all pre-event promotional spots
- ❖ Print Media Logo in all print advertising
- ❖ Photo opportunities with winners of race events

Special Recognition and Benefits

- ❖ 2 tickets to the VIP tent at the Finish Line on Race Day
- ❖ 2 complimentary entries to the Kids Run, or 5K
- ❖ Company banners to be displayed at Health & Fitness EXPO
Company banners to be displayed at Start/Finish lines
Continuous recognition by announcers throughout the weekend of the event

Kids Mile Fun Run Sponsor Investment \$250 (limited)

As a sponsor of the Kids' Mile Fun Run, your organization will receive the following:

Your Logo will appear on the following:

- ❖ Selected event print and online ads
- ❖ Event signage
- ❖ Company Logo on Spectator Guides
- ❖ Volunteer Shirts
- ❖ Participant t-shirts

Marketing

- ❖ Electronic Media Name and Logo on all pre-event promotional spots
- ❖ Print Media Logo in all print advertising
- ❖ Photo opportunities with winners of race events

Special Recognition and Benefits

- ❖ 2 tickets to the VIP tent at the Finish Line on Race Day
- ❖ 2 complimentary entries to the Kids Fun Run
- ❖ Company banners to be displayed at Health & Fitness EXPO
Company banners to be displayed at Start/Finish Lines
Continuous recognition by announcers throughout the weekend of the event

If, after careful review, you have any questions, please contact us for a further follow up appointment.

Make checks payable to: The Five Cities Marathon Running Events
Mail to: PO Box 2006, Rancho Cucamonga, CA 91739

Lori Calderon
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Come run With Us!

October 24, 2010

www.fivecitiesmarathon.org

