



# ABC Fun Run & Community Expo

## May 5, 2018

### Los Cerritos Center

### 239 Los Cerritos Center, Cerritos

**Invest in ABCUSD's Children and Community!** ABC Unified School District enjoys a reputation as one of California's top school districts. The sixth annual ABC Fun Run & Community Expo provides serious runners, as well as families and children an opportunity to enjoy the outdoors and raise money for a great cause with a Kid's Run, 2K Walk/Run and a 5K Walk/Run. From beginners to elite runners, this event is for everyone! For over 50 years, businesses like yours have given back to the ABC community and gained local exposure by providing support to our local schools and children. This annual event - a fundraiser for the ABC Education Foundation, whose vision is to ensure that at ABCUSD, "every student, every school succeeds" promises to become a highly publicized event which will provide a meaningful investment for sponsorship partners. Over 2,000 participants, from professional runners to aspiring athletes to families and community members, are expected!

**Sponsorship Deadline: March 16, 2018**

# The ABC Fun Run & Community Expo



**Starts.** 5K start time 7:30 a.m. (3-5 minute waves) up to 3-5 corals

2K start time 8:15 single start time

Kid's Run start time 9:00 a.m.

Community Expo from 7:00 a.m.- 10:00 a.m.

Registration Starts at 6:00 a.m.

The event will include a Kid's Run, entertainment, samples of best local food, and much more. All of the proceeds from the Fun Run will benefit all ABC schools and students, providing grants each fall to ABCUSD schools for field trips, equipment, materials, and more, through the ABC Education Foundation. We invite you to take advantage of this exceptional advertising and promotional opportunity as a sponsorship partner of this exciting race event.



**The ABC Fun Run event provides a variety of venues for promotion of your company, service or product.** Participants can choose from a Kid's Run, 2K Run/Walk/Stroller Walk or 5K Fun Run and Walk. The 5K is a timed run. There is also a Community Expo with vendor booths, free samples, and more.

**DEMOGRAPHICS.** 1,000 runners, walkers and children are expected. Runners are affluent, educated and professional. Runners are health conscious. Runners are devoted to the sport. Runners have buying power. Over 1,000 spectators and Community Expo participants are expected. Three local ABCUSD cities are represented, including Artesia, Cerritos and Hawaiian Gardens.

**MARKETING & COMMUNICATIONS.** There is a dedicated ABC Fun Run website ([www.abcfunrun.org](http://www.abcfunrun.org)) with links to the ABC Education Foundation website as well as sponsor sites available. Sponsor's names and logos will be featured in different venues:

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**Printed Collateral.** Community event posters throughout the community (including community parks and libraries). Take home flyers to over 20,000 ABC students from pre-school to adult school with Sponsors' names and logos prominently featured (Community Sponsors through Title Sponsors).

**Publicity releases.** Cerritos News - circulation 25,000 \* Cerritos, Artesia Patch \* The Gateway Guardian \* Artesia News \* Lakewood News \* Long Beach *Press Telegram* \* ABC District Digest \* Event cards distributed to Southern California health clubs, sporting goods stores, specialty running stores, and other local running events through the Renegade Racing network.

**Digital Media.** Extensive Social Media Campaigns \* Facebook \* Twitter \*\* Emails to over 40,000 local athletes through Renegade Racing database

**Event Listings.** Calendar listings in: Race Place Magazine \* Raceplace.com \* Runnersworld.com \* Competitor Magazine \* Competitor.com \* Renegade Racing website \* Racewire.com

**Additional Marketing & Communication.** Event Signage / Banners \* Participant T-Shirts \* Goodie Bags \* Community Expo Display \* Partner Websites

**Promotion by Los Cerritos Center.** The event will be promoted on the Los Cerritos Center website ([www.shoplocerritos.com](http://www.shoplocerritos.com)), with flyers distributed at their Guest Services Booth, flyers to all of their tenants and through email blasts to over 11,000 local residents.

**Opportunity for Additional Southern California Exposure!** Additional exposure through sponsor logos on the ABC Education Foundation website, ABC Fun Run website, and Sponsor's Websites.

# SPONSORSHIP LEVELS -

## *ABC Fun Run & Community Expo*

|  | Title Sponsor<br>\$10,000 | Platinum Sponsor<br>\$7,500 | Gold Sponsor<br>\$5,000 | Silver Sponsor<br>\$2,500 | Bronze Sponsor<br>\$1,500 | Friends of ABC Ed Fnd<br>\$1,000 | Community Sponsor<br>\$500 | Water Sponsor<br>\$500 | Expo Booth<br>\$350 | Family Sponsor<br>\$100 |
|--|---------------------------|-----------------------------|-------------------------|---------------------------|---------------------------|----------------------------------|----------------------------|------------------------|---------------------|-------------------------|
| Event Naming Rights and Premier status on all marketing efforts      | ♦                         |                             |                         |                           |                           |                                  |                            |                        |                     |                         |
| Company Official Helps Start Event                                   | ♦                         |                             |                         |                           |                           |                                  |                            |                        |                     |                         |
| Logo on race bibs  | ♦                         |                             |                         |                           |                           |                                  |                            |                        |                     |                         |
| Opportunity to Speak at Opening Ceremony                             | ♦                         | ♦                           |                         |                           |                           |                                  |                            |                        |                     |                         |
| Logo Presence on Main Stage  | ♦                         | ♦                           |                         |                           |                           |                                  |                            |                        |                     |                         |
| Logo on Fun Run ad cards for sports stores                           | ♦                         | ♦                           | ♦                       |                           |                           |                                  |                            |                        |                     |                         |
| Live PA Announcements Mentioning Your Support                        | ♦                         | ♦                           | ♦                       |                           |                           |                                  |                            |                        |                     |                         |
| Corporate Banners Displayed Throughout Venue*                        | up to 2                   | up to 2                     | up to 2                 |                           |                           |                                  |                            |                        |                     |                         |
| Logo on Start/Finish Banner  | ♦                         | ♦                           | ♦                       | ♦                         |                           |                                  |                            |                        |                     |                         |
| Complimentary Booth Space at Community Expo                          | (2)<br>10' x10'           | (2)<br>10' x 10'            | (1)<br>10' x 10'        | (1)<br>10' x 10'          |                           |                                  |                            |                        |                     |                         |
| Corporate Recognition On Race Day                                    | ♦                         | ♦                           | ♦                       | ♦                         | ♦                         |                                  |                            |                        |                     |                         |
| Complimentary Race Entries   | 12                        | 10                          | 8                       | 4                         | 2                         | 1                                |                            |                        |                     |                         |
| Name Mentioned in Press Releases & Media Alerts                      | ♦                         | ♦                           | ♦                       | ♦                         | ♦                         | ♦                                |                            |                        |                     |                         |
| Complimentary Fun Run T-Shirts                                       | 20                        | 10                          | 8                       | 4                         | 3                         | 2                                | 1                          |                        |                     |                         |
| Logo or Name on Fun Run T-shirts                                     | ♦                         | ♦                           | ♦                       | ♦                         | ♦                         | ♦                                | ♦                          | ♦                      |                     |                         |
| Logo or Name on Fun Run Flyers (20,000 minimum each)                 | ♦                         | ♦                           | ♦                       | ♦                         | ♦                         | ♦                                | ♦                          | ♦                      |                     |                         |
| Social Media Mentions & Name in all e-blasts (14,000 subscribers)    | ♦                         | ♦                           | ♦                       | ♦                         | ♦                         | ♦                                | ♦                          | ♦                      |                     |                         |
| Logo Link or Name on ABC Fun Run & ABC Education Foundation Websites | ♦                         | ♦                           | ♦                       | ♦                         | ♦                         | ♦                                | ♦                          | ♦                      | ♦                   | ♦                       |
| Option to Provide Giveaways in Racer's Goodie Bags & Fair Booths     | ♦                         | ♦                           | ♦                       | ♦                         | ♦                         | ♦                                | ♦                          | ♦                      | ♦                   | ♦                       |

\*Provided by sponsor. Must also provide banner stands as fencing is limited.

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# ON-SITE SPONSORSHIP OPPORTUNITIES

The ABC Fun Run Organizing Committee is also offering the following targeted race sponsorships:

## INDIVIDUAL WATER STATION SPONSOR, \$500

- Corporate branding of water station, i.e. the "XYZ Water Station"
- Water station opportunities - provide branded cups from your company & employees as staffers.
- Opportunities to provide branded table drapes, produce corporate branded t-shirt for volunteers.

## GOODIE BAG INSERT SPONSOR

- Opportunity to distribute premium offers to 1,000 participants and an additional 1,000 spectators and Community Expo attendees. Marketing collateral requires Family level or above sponsorship.

## VOLUNTEER SPONSOR, \$2,000

- Company logo on entry form, volunteer email blasts and volunteer website page.
- Mention in all volunteer correspondence.
- Race Day volunteer tent banner (provided by sponsor).
- 150 branded volunteer hats (provided by sponsor).
- Opportunity to distribute premium products to 150 volunteers.

## COMMUNITY EXPO EXHIBITOR, \$350

- 10' x 10' booth space with canopy. Chance to distribute materials to over 1,000 participants & 1,000 spectators. Electrical an additional \$25.

Other customized sponsorship packages are also available. Contact Heather Summers for more information: [hsummers@abcdfoundation.org](mailto:hsummers@abcdfoundation.org) or 714-270-2570.

## Event contact information:

Race information and Registration Questions

Melinda Ortiz: 714-280-3605; [abcfunrun@abcusd.us](mailto:abcfunrun@abcusd.us)

ABCFunRun.org website and volunteer questions

Meg Jimenez: 562-926-5566, ext. 23800, [Meg.jimenez@abcusd.us](mailto:Meg.jimenez@abcusd.us)

Marketing and Sponsorship

Heather Summers: 714-270-2570, [hsummers@abcdfoundation.org](mailto:hsummers@abcdfoundation.org)

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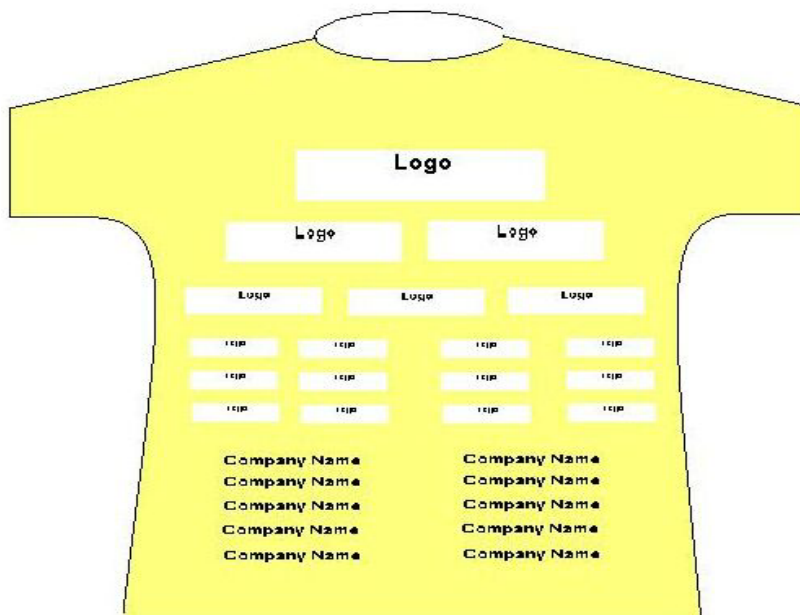


# *Sponsorship Notes*

All proceeds benefit the ABC Education Foundation, dedicated to ensuring that every ABC Student, Every School Succeeds.

ABC Fun Run & Community Expo, *Saturday, May 5, 2018.*

View our website at [www.abcfunrun.org](http://www.abcfunrun.org).



Company logos and names will be arranged in rows approximately as shown. The precise layout will depend on the number of sponsors and general artistic considerations.

Additional promotional opportunity: Logos and company names will be included on the Sponsors page of the ABC Fun Run website with links to Sponsor's websites.

## **Please note:**

1. Company should supply high resolution logo artwork in a suitable format (TIFF, EPS). Logo on race shirt will be monochrome, those on the website will be in full color.
2. To be included in the ABC Fun Run & Community Expo 2K & 5K Run/Walk sponsorships, contracts and logos must be received by **Friday, March 16, 2018.**
3. Items in race packet must be approved by race organizers for size and appropriateness and must be received by **April 20<sup>th</sup>** (unless otherwise arranged).
4. Where appropriate, in-kind contributions of items for the race may be applied toward sponsorship levels.
5. The ABC Education Foundation is a 501(c)(3) corporation, Tax ID 27-5388922. Contributions are tax-deductible to the maximum extent of the law.

**Sponsorship Contact Information:** Heather Summers, ABC Education Foundation, 714-270-2570, [hsummers@abcdfoundation.org](mailto:hsummers@abcdfoundation.org).

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# ABC Fun Run Sponsorship Application

Event Date: Saturday, May 5, 2018 • Sponsorship Deadline: March 16, 2018

We're proud to be a sponsor of the ABC Fun Run!

Today's Date \_\_\_\_\_ Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Fun Run Representative name \_\_\_\_\_

## *Sponsorship level:*

- \$10,000 Title Sponsor  \$7,500 Platinum Sponsor  \$5,000 Gold Sponsor  \$2,500 Silver Sponsor  
 \$1,500 Bronze Sponsor  \$1,000 Friend of ABC Sponsor  \$500 Community Sponsor  
 \$100 Family Sponsor  Water Station Sponsor \$500  Goodie Bag Insert Sponsor  
 Volunteer Sponsor \$2,000  Community Expo Vendor \$350

**Community Expo Vendors:** Canopy included. Let us know if you are bringing your own.

Do you need electricity?  Yes, \$25 Charge

Will you bring tables and chairs?  Yes  No

Will you be sampling or selling food or beverage (please explain)? \_\_\_\_\_

Other Requests? \_\_\_\_\_

Request a sponsorship meeting:  Yes  No

### **Payment information:**

I have enclosed a check made payable to ABC Education Foundation for \$ \_\_\_\_\_

Please charge my credit card:  MasterCard  Visa for \$ \_\_\_\_\_

Name on card \_\_\_\_\_ Signature \_\_\_\_\_

Credit Card Number \_\_\_\_\_ CVV \_\_\_\_\_ Exp. Date \_\_\_\_\_

Please return form and payment to: Laura Lowe, ABC Education Foundation c/o ABCUSD, 16700 Norwalk Boulevard, Cerritos, CA 90703 Phone: 562-926-5566, ext. 21162 email: [laura.lowe@abcusd.us](mailto:laura.lowe@abcusd.us), or visit our website: [www.abcedfoundation.org](http://www.abcedfoundation.org).

**Payments must be received before March 16, 2018**

**Please send your company logo (.ai, .eps or .pdf outlined vector file) to [hsummers@abcedfoundation.org](mailto:hsummers@abcedfoundation.org)**

**Scan this icon with your SmartPhone for news on the ABC Fun Run!**



## Thank you for your support!

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