



ABC Unified School District
**Education
Foundation**



SATURDAY MAY 2, 2020 7AM-10AM

REGISTRATION OPENS AT 6AM LOS CERRITOS CENTER (MALL)

5K, 2K & KIDS RUN!

LOCAL FOOD BOOTHS! PRIZES AND AWARDS!

COMMUNITY EXPO!



ABCFUNRUN.ORG



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**Education
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**The ABC Fun Run & Community Expo
May 2, 2020
Los Cerritos Center
239 Los Cerritos Center, Cerritos**

Step Up for the Students in ABCUSD!

It's time again for the ABCUSD Fun Run! This event brings together serious runners, as well as families and children to run for our students. Each year, runners from across Southern California gather in Cerritos to run and raise needed funds for ABCUSD classrooms. Over 2,000 participants and attendees, from professional runners to aspiring athletes to families and community members, are expected to join in the 2020 Fun Run.

The event includes a Kids Run, entertainment, samples of local food, and much more. All proceeds from the Fun Run will benefit all ABC schools and students, providing grants each fall to ABCUSD schools for special projects, field trips, classroom 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.

Start Times

5K start time: 7:30 a.m.

2K start time: 8:15 single start time

Kids Run start time: 9:00 a.m.

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

Registration: Starts at 6:00 a.m.



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Event Specifics:

The ABC Fun Run is a great way for you to promote your company, service or product. Participants can choose from a Kids Run, 2K Run/Walk/Stroller Walk or 5K Fun Run & Walk. 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. Local ABCUSD cities are represented, including Artesia, Cerritos, Hawaiian Gardens, Norwalk, Lakewood, and Long Beach.

Marketing & Communications: There is a dedicated ABC Fun Run website (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:

Printed Collateral: Community event posters throughout the community (including community parks and libraries). Take home and digital 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 on Facebook * 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 & Communications: 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), 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:

	Title Sponsor \$10,000	Platinum Sponsor \$7,500	Gold Sponsor \$5,000	Silver Sponsor \$2,500	Bronze Sponsor \$1,500	Friends of ABC Ed Fnd. \$1,000	Community Sponsor \$500	Water Sponsor \$500	Expo Booth \$350	Family Sponsor \$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) 10' x 10'	(2) 10' x 10'	(1) 10' x 10'	(1) 10' x 10'						
Corporate Recognition on Race Day	♦	♦	♦	♦	♦					
Complimentary Race Entries	12	10	8	4	2	1				
Name Mentioned in Press & Marketing Materials	♦	♦	♦	♦	♦					
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	♦	♦	♦	♦	♦	♦	♦	♦		
Social Media Mentions & Name in all e-blasts	♦	♦	♦	♦	♦	♦	♦	♦		
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

INDIVIDUAL WATER STATION SPONSOR, \$500

- A banner with your logo will be placed in the Community Expo area
- Your dollars will support water stations for runners
- 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.

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.

Customized sponsorship packages are also available. Contact Heather Summers for more information: hsummers@abcdfoundation.org or 714-270-2570.

Sponsorship Deadline: April 10, 2020



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Sponsorship Notes

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

Sponsorship Artwork Requirements (*for use on t-shirt, website, printed materials, etc.*):

1. Company should supply high resolution logo artwork in a suitable format (EPS preferred). 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, April 10, 2020.
3. Items in race packet must be approved by race organizers for size and appropriateness and must be received by April 17, 2020 (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@abcedfoundation.org.

Sponsorship Deadline: April 10, 2020



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ABC Fun Run Sponsorship Application

Event Date: Saturday, May 2, 2020 • **Sponsorship Deadline:** April 10, 2020

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:

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? _____

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:

Sasha Leonardo, ABC Education Foundation c/o ABCUSD

16700 Norwalk Boulevard, Cerritos, CA 90703

Phone: 562-926-5566, ext. 21197 email: sasha.leonardo@abcusd.us, or visit www.abcedfoundation.org.

Payments must be received before April 10, 2020

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