


11th Annual

20

Run for Food

16



**SPONSORSHIP
OPPORTUNITIES**



**5K
Run/Walk**

Thursday

Nov. 24

2016



JESUS CENTER

Dear Friend of the Run,

The 11th Annual Run for Food presented by California Olive Ranch will be held on Thursday, November 24, 2016, 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 continues to not only be a major fundraiser for the Jesus Center, but also Chico's largest event that is held in gorgeous Bidwell Park. This family-friendly event regularly includes generations of families coming together to enjoy the Thanksgiving holiday and maintaining a tradition of supporting our cause.

By supporting the needs of those experiencing homelessness in our community, you have an opportunity to 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 are used to improve programs and services at the Jesus Center. You can learn more about the 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 tax-deductible contribution to the event is assured maximum exposure to the local community. All in attendance, which we anticipate to be 5,500 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, Director of Development

2016 FACT SHEET

RACE DAY:

Thursday, November 24, 2016

5K RUN/WALK

PACKET PICKUP:

Tuesday, November 22nd & Wednesday, November 23rd

PROJECTED AUDIENCE:

5,500 Participants (68% Local Residents)

THE RUN FOR FOOD

Entering its 11th 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 work 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:

Total Youths:	16%	Chico Resident	68%	Under 18:	17%		
Total Adults:	84%	Within Butte County	82%	18-29:	21%		
Largest Youth Group	Age 11-14	35% of Youths	6% Overall	30-39:	18%		
Largest Adult Group	Age 40-54	27% of Adults	22% Overall	40 and Over:	44%		
				Male:	42%	Female:	58%

2016 MARKETING OUTREACH EFFORTS

As a Run for Food sponsor, you'll receive recognition within a comprehensive marketing campaign (depending on sponsorship level), may include the following:

EMAIL BLASTS

Exposure and recognition in an email blast to over 6,500 individuals.

COMMUNITY PROMOTION

The event will be featured throughout Butte County on a network of community calendars.

EVENT PRESS RELEASES

Select sponsors will be included in official pre-event press releases.

VIRTUAL EVENT BAGS

Select sponsors will have the opportunity to create an offer that will be placed in a Virtual Event Bag, a virtual platform that engages customers where they are, *online!* Race Day Participants receive an invitation to visit a Virtual Event Bag and learn more about our event sponsors. With a flexible content builder tool, companies have the ability to create a custom offer. Following the event, select sponsors will receive a Performance Report that you can actually *show* your return on investment!

EVENT EXPOSURE

Inclusion in signage at all Run related events, placement on Race Day T-Shirts, and emcee mentions throughout Race Day, for all eligible sponsors (dependent upon sponsorship level).

ONLINE/SOCIAL MEDIA

Exposure on Run for Food and Jesus Center websites, and dedicated posts on associated Facebook/Twitter properties.

GRASSROOTS PROGRAMS

Inclusion in hundreds of window flyers distributed to local business locations through the Chico area, nearly 2,500 postcards for former Race Day participants.

LOCAL TV COVERAGE

Historically, the run has received coverage by local stations, with clips being run across their networks.



2016 SPONSORSHIP OPPORTUNITIES

\$10,000 PRESENTING SPONSOR PACKAGE

WITH EXCLUSIVE PRESENTING RIGHTS

This 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. Company name will follow Run for Food in all marketing promotional materials (i.e. Run for Food presented by COMPANY, INC.)

- ◆ Prominently placed company name and logo on Race Participant T-shirt
- ◆ Community promotion, press releases, web content, social media, posters, flyers, etc.
- ◆ Company Representative conduct starting call
- ◆ Company emcee throughout the Race Day
- ◆ Complimentary Race Participant Registrations (20)
- ◆ Company Representative at awards ceremony

Please refer to the Sponsorship Grid for complete benefits.

\$2,500 GOLD SPONSOR PACKAGE

This is the premium level of sponsorship designed to give a high level of exposure to your company.

- ◆ Company logo on Race Day Participants T-Shirt
- ◆ Company logo displayed on Online Registration Confirmation Page and Participant Receipt
- ◆ Company recognition via Facebook Social Media posts
- ◆ 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
- ◆ Complimentary Race Participant Registrations (4)
- ◆ Company recognition by emcee throughout Race Day
- ◆ Participation in the Virtual Event Bags

Please refer to the Sponsorship Grid for complete benefits.



2016 SPONSORSHIP OPPORTUNITIES– CONTINUED

\$1,000 SILVER SPONSOR PACKAGE

A sponsorship level designed to give prominent levels of exposure to all participants.

- ◆ Company logo on Race Day Participants T-Shirt (6,500)
- ◆ Exposure and recognition in an email blast to over 6,500 individuals
- ◆ Website link from the Run for Food website
- ◆ Company recognition by emcee throughout Race Day
- ◆ Complimentary Race Participant Registrations
- ◆ Participation in the Virtual Event Bags

\$200 Kilometer Sponsor

Ideal for smaller businesses interested in the added exposure.

- ◆ Company name appears on a shared race kilometer marker
- ◆ Exposure and recognition in an email blast to over 6,500 individuals
- ◆ Company name recognized on the Run for Food website
- ◆ Company recognition by emcee throughout Race Day

**Please refer to the Sponsorship Grid for complete benefits.*

\$500 BRONZE SPONSOR PACKAGE

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

- ◆ Company name on Race Day Participants T-Shirt (5,000+)
- ◆ Exposure and recognition in an email blast to over 6,500 individuals
- ◆ Website link from the Run for Food website
- ◆ Company recognition by emcee throughout Race Day
- ◆ Participation in the Virtual Event Bags

\$100 Friends of the Jesus Center

Great opportunities for families looking to show support.

- ◆ Recognition by emcee throughout Race Day
- ◆ Recognition on the Run for Food website
- ◆ Exposure and recognition in an email blast to over 6,500 individuals

Team Sponsor (*Employee groups of 15 or more registering and paying together by November 1st.*)

- ◆ Company recognition by emcee throughout Race Day
- ◆ Company name recognized on the Run for Food website

2016 SPONSORSHIP GRID

BENEFITS	PRESENTING
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	▪
Company name on Official Race Bibs	▪
Complimentary Race Participant Registrations	20
ALL BENEFITS OF GOLD LEVEL AND BELOW	▪

BENEFITS	GOLD (\$2,500)	SILVER (\$1,000)	BRONZE (\$500)	KILOMETER (\$200)	FRIENDS (\$100)
Company logo on TV ad (Must be received by Oct. 13th)	▪				
Company logo on Race Participant T-Shirt	▪	▪			
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 throughout the Race Day	▪	▪	▪	▪	▪
Complimentary Race Participant Registrations	4	2			
Ability to distribute offer or coupon in Virtual Event Bag	▪	▪	▪		
Company name on Race Participant T-Shirt			▪		
Company name appears on a shared race kilometer marker on Race Day				▪	
Recognition on Run for Food website				▪	▪

2016 SPONSORSHIP DONATION FORM

Name of Business/Organization: _____

Address _____ City: _____ State: _____ Zip: _____

Contact Name: _____ Telephone: _____

Email: _____

Website: _____



Sponsorship Level: (Check One)

_____ Presenting (\$10,000) _____ Gold (\$2,500) _____ Silver (\$1,000)

_____ Bronze (\$500) _____ Kilometer (\$200)

_____ Friend (\$100) _____ Team

Amount Enclosed: _____

Signature: _____

Sponsorship Signature-To ensure all marketing opportunities your commitment must be received right away, and your payment no later than October 13, 2016. All sponsorships are subject to APPROVAL.

Please make checks payable to the Jesus Center. (Your sponsorship fees can also be paid online at www.RunforFood.com)

1297 Park Avenue

Chico, CA 95928

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

**PLEASE EMAIL YOUR COMPANY LOGO TO
SUSAN@RUNFORFOOD.COM.
LOGOS MUST BE
RECEIVED NO LATER THAN OCTOBER 13, 2016 TO BE
INCLUDED IN MARKETING MATERIALS.**



JESUS CENTER