



*12th Annual* **Run for Food**

**2017 SPONSORSHIP  
OPPORTUNITIES**





5K  
Run/Walk

Thursday  
Nov. 23rd  
2017



Dear Friend of the Run,

The 12th Annual Run for Food presented by California Olive Ranch will be held on Thursday, November 23, 2017, 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, held in Bidwell Park, is Chico's largest event and a major fundraiser for the Jesus Center. This family-friendly event regularly hosts generations of families joining together to enjoy the Thanksgiving holiday and maintaining a tradition of supporting our cause.

By supporting the Run for Food, you have the opportunity to meet the needs of those experiencing homelessness in our community, and 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 our mission by visiting our website, [www.JesusCenter.org](http://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 contribution to the event is ensured maximum exposure to the local community. All in attendance, which we anticipate to be 5,200 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, Assistant Director

# 2017 FACT SHEET

## RACE DAY:

Thursday, November 23, 2017

5K RUN/WALK

## PACKET PICKUP:

Tuesday, November 21st & Wednesday, November 22nd

## PROJECTED AUDIENCE:

5,200 Participants (64% Local Residents)

## THE RUN FOR FOOD

Entering its 12th 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 works 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:	18%	Chico Resident	64%	Under 18:	16%
Total Adults:	82%	Within Butte County	76%	18-29:	22%
				30-39:	18%
Male:	42%	Female:	58%	40 and Over:	44%





# 2017 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 shows you your return on your 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 platforms.

## **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 run across their networks.



# 2017 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.* Companies name will follow Run for Food in all marketing and promotional materials (i.e. Run for Food presented by COMPANY, Y.Y.)

- ◆ Prominently placed company name on Race Participant T-shirt
- ◆ Community mention, press releases, content, social media standards, letters, etc.
- ◆ Company Representative to conduct starting call
- ◆ Company recognition by 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 t-shirts (5,200)
- ◆ 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.*



# 2017 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 t-shirts (5,200)
- ♦ 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 (2)
- ♦ Participation in the Virtual Event Bags

## **\$200 Kilometer Sponsor**

Ideal for smaller businesses interested in added marketing 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



## **\$500 BRONZE SPONSOR PACKAGE**

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

- ♦ Company name on race day t-shirts (5,200)
- ♦ 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

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

# 2017 SPONSORSHIP GRID

BENEFITS	PRESENTING (\$10,000)
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 (5,200)	▪
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 (5,200 shirts)	▪	▪			
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 during the event	▪	▪	▪	▪	▪
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				▪	▪

# 2017 SPONSORSHIP DONATION FORM

Name of Business/Organization: \_\_\_\_\_

Address \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_



Sponsorship Level: (Check One)

SECURED

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

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

\_\_\_\_\_ Friend (\$100) \_\_\_\_\_ Team

Amount Enclosed: \_\_\_\_\_

**ATTN: PRESENTING, GOLD & SILVER SPONSORS**

**PLEASE EMAIL YOUR COMPANY LOGO TO**

**SUSAN@RUNFORFOOD.COM**

**LOGOS MUST BE**

**RECEIVED NO LATER THAN **OCTOBER 13, 2017** TO BE  
INCLUDED IN MARKETING MATERIALS.**

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

Sponsorship Signature -To ensure all marketing benefits, your commitment and payment must be received no later than **October 13, 2017**.

All sponsorships are subject to APPROVAL.

**Please make checks payable to Run For Food.**

P.O. Box 1535

Chico, CA 95927

***Do you prefer to pay electronically? No problem!*** Please contact us at [info@RunForFood.com](mailto:info@RunForFood.com), for a payment link.

For questions about the Sponsorship process, please contact us at [info@RunForFood.com](mailto:info@RunForFood.com).



JESUS CENTER