

# Superhero Run Sponsorship Opportunities



Tri-City Health Center's Third Annual **Superhero Fundraiser Run** will be returning this year on **June 9, 2018!**

On behalf of the Tri-City Health Center and our members, we invite you to **sponsor** our largest community fundraiser of the year. Your support will help us raise funds to provide affordable, patient-centered healthcare for everyone in the tri-city area of Fremont, Newark and Union City, especially for those members of our community with the least access to care.

This family-friendly fun run features a 5K/10K/Half Marathon and 100 yard Kid's Dash with a Superhero theme. We encourage all participants to dress up as their favorite Superhero to show their support as a Superhero for Tri-City Health Center! We expect a healthy turnout of over 2,000 participants and spectators from our local community, including local Police and Fire Department, Active Military, Veterans and local nonprofits.

All proceeds from the Superhero Run will directly support Tri-City's five primary care clinic sites in the City of Fremont that provide comprehensive primary, dental, behavioral health, vision and other services. Each sponsor who makes a tax-deductible contribution to the event will receive maximum exposure to the local community through a broad range of media coverage - including print, radio, and web.

Please join us as a Superhero for healthcare in our community!

Respectfully,

Zettie D. Page III MD, Ph.D., MBA, MSW, MS  
Chief Executive Officer  
Tri-City Health Center

## 2018 Event Info

### PACKET PICKUP:

**TBD,**

4-7pm

Packet includes: Race Bib, T-shirt, Timing Chip, Course Map, Free Giveaways and a chance to win raffle prizes.

### RACE DAY:

**SATURDAY, JUNE 9**

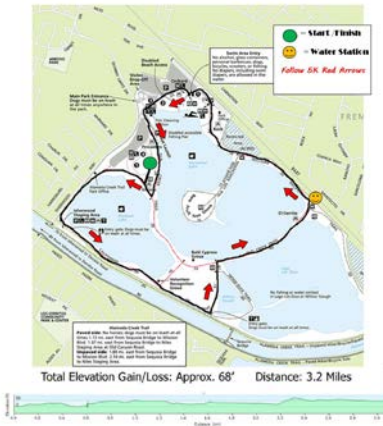
5K Run/ Walk | 10K Run | Half Marathon | 100 yd. Kid's Dash

PROJECTED AUDIENCE: 1500+ Participants and Spectators

### COURSE ROUTES:

Quarry Lakes – Fremont, CA

5K Course



10K Course



Half Marathon Course



## **2018 Marketing Outreach Effort**

As a Superhero Run sponsor, you'll receive recognition within a comprehensive marketing campaign that includes the following:

### **EMAIL BLASTS**

Exposure and recognition on pre and post-event email blasts (January-May 2018) will reach potentially 300,000 individuals.

### **PRINT ADS**

Inclusion in print advertising campaign with local newspapers The Tri-City Voice representing a total audience of 125,000+ residents in Fremont, Newark, Union City and Hayward. Additional runner targeted advertising will be done via retail establishments.

### **EVENT PRESS RELEASES**

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

### **ONLINE ADVERTISING**

The event will be advertised on multiple running websites including ACTIVE.com and RACEROSTER.com. .

### **SOCIAL MEDIA**

Exposure on the Superhero Run website, supporting partner sites, and dedicated posts on associated Facebook/Twitter properties.

### **EVENT EXPOSURE**

Inclusion in signage at all Run related events, placement on 1,500 race t- shirts, and emcee mentions throughout Race Day for all eligible sponsors (dependent upon sponsorship level). LOCAL RADIO COVERAGE (if available): Multiple pre-event on-air announcements promoting the Run. We will also have a tent promoting the Superhero Run at the majority of Brazen Racing hosted events.

### **EVENT SAMPLING / GOODIE BAG PRODUCT INSERTION**

All sponsors will have the opportunity to include product samples, information and brochures in the goodie bags that will be distributed at Packet Pickup.

### **HEALTH & WELLNESS BOOTHS (at the Ohana Health Fair on 4/28/2018)**

All sponsors except Bronze level will receive as part of their sponsorship packages, booth space at the Ohana Health Fair on April 28, 2018. Product selling **IS NOT ALLOWED**. Attendees will visit each sponsor booth with a passport for entry into the raffle drawing to win special prizes.

## 2018 SPONSORSHIP OPPORTUNITIES

### **\$25,000 TITLE SPONSOR PACKAGE – EXCLUSIVE NAMING RIGHTS – Only 1 available**

This is the highest level of sponsorship designed to give maximum exposure to your company. The Run will provide the Title Sponsor with the following services:

1. Exclusive naming rights to the Event. Company's name will precede Superhero Run in ALL marketing and promotional materials (I.e. Company XYZ's Superhero Run 5K/10K/ Kid's Run to benefit Tri-City Health Center)
  - a. Custom die-cast race medals
  - b. Custom race Age Group Awards
  - c. Title placement on all race t-shirts, bibs, goodie bags, event signage, start/finish line, mile markers, street banners, etc.
  - d. Newspaper advertisements, press releases, web content, social media, post cards, flyers, etc.
2. Opportunity to be Primary Packet pick-up location
3. Awards presented by Company Representative
4. Four 10x10 company booth water aid stations (Race Course)
5. One 10x10 company booth at the Ohana Health Fair
6. Verbal recognition by event host/emcee at least four times throughout the day
7. Free registrations for up to 25 race participants

**-OR-**

### **\$20,000 PRESENTING SPONSOR PACKAGE – EXCLUSIVE PRESENTING RIGHTS – Only 1 available**

This is the second highest level of sponsorship designed to maximize exposure to your company. The Run will provide the Presenting Sponsor with the following services:

1. Exclusive presenting rights to the Event. Company's name will follow Superhero Run in ALL marketing and promotional materials. (I.e. TCHC Superhero Run 5K/10K/Half Marathon presented by Company XYZ.)
  - a. Custom die-cast race medals
  - b. Custom race Age Group Awards
  - c. Presenting placement on all Race t-shirts, bibs, goodie bags, event signage, start/finish line, mile markers, street banners, etc
  - d. Newspaper advertisements, press releases, web content, social media, post cards, flyers, etc
2. Opportunity to be a Primary packet pick-up location
3. Awards presented by Company Representative
4. One 10x10 company booth at the Ohana Health Fair
5. Verbal recognition by event host/emcee at least four times throughout the day
6. Free registrations for up to 25 race participants

## **\$10,000 GOLD SPONSOR PACKAGE**

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

1. Premiere placement in all print and electronic advertising
2. Opportunity to be a packet pick-up location [if no Title or Presenting Sponsor]
3. Prominently named sponsor in all news media press releases
4. Prominent logo on event signage including:
  - a. All race t-shirts, start/finish line banners (sponsor provides), sponsor wall, and race participant finisher wall
  - b. Race homepage, race sponsor page, Facebook page, postcards, and flyers
  - c. All newspaper ads, electronic advertising, and runner email communications
5. One 10x10 company booth at the Ohana Health Fair
6. Verbal recognition by event host/emcee throughout the race day
7. Free registrations for up to 10 race participants

## **\$5,000 SILVER SPONSOR PACKAGE**

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

1. Proportionate sized logo on event signage including:
  - a. All race t-shirts, event sponsor wall, race participant finisher wall, and start/finish line banners (sponsor provides)
  - b. Race sponsor page, Facebook page, postcards, and flyers
  - c. All newspaper ads, electronic advertising, and runner emails
2. One 10x10 company booth at the Ohana Health Fair
3. Verbal recognition by event host/emcee throughout the race day
4. Free registrations for up to 5 race participants

## **\$1,000 BRONZE SPONSOR PACKAGE**

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

1. Organization Name on event signage including:
  - a. Event sponsor wall
  - b. Expo and Start/Finish line banners (sponsor provides)
  - c. Race sponsor page, Facebook page, and event flyers
  - d. All newspaper ads, electronic advertising, and runner emails
  - e. Volunteer t-shirt
2. Verbal recognition by event host/emcee throughout the race day
3. Free registrations for 1 race participants

## 2018 SPONSORSHIP GRID

BENEFITS	TITLE (\$25,000)	PRESENTING (\$20,000)
Title sponsor of the event	•	
Presenting sponsor of the event		•
Awards presented by company representative	•	•
Four 10x10 company booth water aid stations (Race Course)	•	
Prominent logo on official race bibs and goodie bags	•	•
Prominent logo on custom die-cut race medals & awards	•	•
Booth along race course	•	•
ALL BENEFITS OF GOLD LEVEL AND BELOW	•	•

BENEFITS	GOLD (\$10,000)	SILVER (\$5,000)	BRONZE (\$1000)
Premiere placement in all print and electronic advertising	•		
Proportionate sized logo on race homepage	•		
Proportionate sized logo on race participant t-shirts (if timely)	•		
Proportionate sized logo on race step & repeat FINISHER wall	•		
Proportionate sized logo on race postcards (if timely)	•	•	
Expo and Start/Finish line banners (sponsor provides)	•	•	
Proportionate sized logo in all newspaper ads (if timely)	•	•	
Proportionate sized logo and/or name** on "pre-race" emails (if timely)	•	•	•
Proportionate sized logo and/or name** on race flyers (if timely)	•	•	•
Proportionate sized logo and/or name** on volunteer t-shirts (if timely)	•	•	•
Proportionate sized logo and/or name** on event sponsor wall	•	•	•
Proportionate sized logo and/or name** on race sponsors page	•	•	•
Proportionate sized logo and/or name** in post-race thank-you ad	•	•	•
Company recognition via Facebook social media postings	•	•	•
Company recognition by announcer throughout the race day	•	•	•
Free race participant registration (number dependent upon level)	•	•	•
Company booth at the Ohana Health Fair	•	•	
Ability to distribute goodie bag insertions via Expo Booth	•	•	•

## 2018 SPONSORSHIP DONATION FORM

Name of Business/Organization:

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Address:

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City, State, Zip Code:

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Contact Name: \_\_\_\_\_ Telephone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Email:

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Sponsorship Level: (Check One)

\_\_\_\_\_ Title (\$25,000)

\_\_\_\_\_ Presenting (\$20,000)

\_\_\_\_\_ Gold (\$10,000)

\_\_\_\_\_ Silver (\$5,000)

\_\_\_\_\_ Bronze (\$1,000)

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Sponsorship Signature

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Date

Please make checks payable to:

Tri-City Health Center

40910 Fremont Blvd.,

Fremont, CA 94538



For questions about the sponsorship process, call Charlene Elefante at (510) 252-6819. **To ensure all marketing opportunities your commitment must be received right away and your donation must be received no later than April 15, 2018. All sponsorships are subject to APPROVAL.**

We would like to thank all our sponsors from the previous year and we look forward to your support in 2018



**Thank you!**

**A special thank you to our 2017 Sponsors**



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