

Get Your Kicks on Historic Route 66 Run 5K, 10K, and 1/2 Marathon November 14, 2009

Marine Corps Community Services (MCCS) and the Semper Fit Division aboard Marine Corps Logistics Base (MCLB) Barstow proudly bring you the Annual Historic Route 66 5k, 10k and Half Marathon. The race course is USATF certified and its course runs through the Base. The target audience is running enthusiasts and as an open gate event, attendees will include military and the general public. Spectators are encouraged to line the course as well as at the finish line. This event is provided at a nominal charge for the runners only.

BENEFITS TO SPONSORS (specific levels apply)

- **Joining one of the largest race series in California: the MCI (the Marine Corps Installation) West Regional Race Series.**
- **Race is open to the public.**
- **Drawing on a regional market in excess of 300,000 residents.**
- **Anticipation of 100-300 participants and spectators.**
- **Targeting both military and civilian customers.**
- **Advertising available on signage, public address, race t-shirts, water stations, mile markers, and vendor/exhibitor space is available.**

Sponsorship Levels

TITLE—\$2,000 (One Available)

- **Category exclusivity guaranteed for your specific product, service, or market segment.**
- **“Right of First Refusal” for sponsorship level for next year’s event.**
- **Company listed with “Presenting” Sponsor title on all media associated with event.**

Jennifer Silva, *Sponsorship Coordinator*
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SOLD

Sponsorship Levels (cont.)

- Name and logo appear on all printed advertising media for event including advertisements, inside and outside banners, posters, flyers, articles (*Daily Press, Barstow Log, and Quarterly Connection* an MCCA publication).
- Name and logo to be included in all electronic media used to promote the event (limited to email, electronic marquee sign and electronic message board at Desert Lanes).
- Name and logo prominently displayed on back of race t-shirts.
- Public address recognition at the event as “Presenting” Sponsor.
- Exhibitor/vendor booth placement in **optimal** location at race registration.
- Volunteer opportunity.
- Giveaway opportunity.
- Name and logo displayed on 1st place plaques for all three races (5k, 10k, and 1/2 marathon), two divisions each (male and female): Six total.
- Water Station # 1 (Title Sponsor to provide banner to be used).
- Recognition, photo opportunity, and Thank You in event wrap up article in MCCA publication, *Quarterly Connection* (1st Qtr 2010—January).
- 3/4 page ad slick back cover of *Quarterly Connection* (an MCCA publication) in the quarter following the event (1st Qtr 2010—January).

OFFICIAL—\$1,500 (One Available) - (First Official Sponsor)

- Name and logo appear on all printed advertising media as “official” sponsor for event including banners, posters, flyers, articles, and *Quarterly Connection* (an MCCA publication).
- Name and logo to be included in all electronic media used to promote the event (limited to email, electronic marquee sign and electronic message board at Desert Lanes).
- Name and logo displayed on back of race t-shirts.
- Exhibitor/vendor booth placement in **desirable** location at race registration.
- Public address recognition at the event as “Official” Sponsor.

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Sponsorship Levels (cont.)

- Water Station #2 (first Official Sponsor must provide banner to be used).
- Name and logo displayed on 2nd place plaques for all three races (5k, 10k, and 1/2 marathon) two divisions each (male and female): Six total.
- Giveaway opportunity.
- One (1) full page ad inside *Quarterly Connection* (an MCCS publication) in the quarter following the event (1st Qtr 2010—January).
- Mention in wrap-up article.

OFFICIAL—\$1,500 (One Available) - (Second Official Sponsor)

- Name and logo appear on all printed advertising media as “Official” sponsor for event including banners, posters, flyers, articles, and *Quarterly Connection* (an MCCS Publication).
- Name and logo to be included in all electronic media used to promote the event (limited to email, electronic marquee sign and electronic message board at Desert Lanes).
- Name and logo displayed on back of race t-shirts.
- Exhibitor/vendor booth placement in **desirable** location at race registration.
- Public address recognition at the event as “Official” Sponsor.
- Water Station #3 (second Official Sponsor must provide banner to be used).
- Name and logo displayed on 3rd place plaques for all three races (5k, 10k, and 1/2 marathon) two divisions each (male and female): Six total.
- Giveaway opportunity.
- One (1) full page ad inside *Quarterly Connection* (an MCCS publication) in the quarter following the event (1st Qtr 2010—January).
- Mention in wrap-up article.

PARTICIPATING—\$750 (One Sold; Four Available)

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Sponsorship Levels (cont.)

- Name and logo appear on all printed advertising media as “Participating” sponsor for event including banners, posters, flyers, articles, and *Quarterly Connection* (an MCCS publication).
- Name displayed on back of race t-shirts.
- Exhibitor/vendor booth placement at race registration.
- Public address recognition at the event as “Participating” Sponsor.
- Mention in wrap-up article.
- One (1) 1/2 page ad to appear in *Quarterly Connection* (an MCCS publication) ((1st Qtr 2010—January).
- Name and logo to appear in Thank You to our Sponsors section of *Quarterly Connection* (an MCCS publication).

EXHIBITOR/VENDOR SPACE—\$250 (unlimited)

(first come first served until space is filled)

- 10 x 10 space available—indoors (Power available).
- Must supply your own table, seating, banner, signage, staff to efficiently organize and operate your booth.
- Exhibitor responsible for set-up and clean-up.
- Must have clearance through Base Personnel before set-up.
- Sampling allowed.
- Giveaway opportunities
- Mention in wrap-up article.
- Logo in Thank You to our Sponsor section of *Quarterly Connection* (an MCCS publication).

BANNER STATION 1—\$150 (Ten spaces available)

- Your banner (sponsor must provide) will be displayed at exhibitor/vendor area.

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Sponsorship Levels (cont.)

- Banner restricted to 6' x 8'.
- Logo in Thank You to our Sponsor section of *Quarterly Connection* (an MCCA publication).

BANNER STATION 2—\$100 (Five spaces available)

- Your banner (sponsor must provide) will be displayed on billboard along “final stretch” of race route.
- Banner restricted to 4' x 6'.
- Logo in Thank You to our Sponsor section of *Quarterly Connection* (an MCCA publication).

MILE MARKERS—\$50 (Twelve markers available)

- Your name and logo will be placed on mile markers along the race route.
- Logo in Thank You to our Sponsor section of *Quarterly Connection* (an MCCA publication).

IN-KIND SPONSORSHIP

PRODUCTS AND SAMPLES

- Logo in Thank You to our Sponsor section of *Quarterly Connection* (an MCCA publication).

We thank
you for
your

interest in sponsoring the 3rd Annual “Get Your Kicks On Historic Route 66 Run” and look forward to a successful event this year and in the future.

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