



**MORE THAN 1,200 PARTICIPANTS**



# 11th ANNUAL CINCO DE MAYO TRAIL RUN

10K • 5K • KIDS RACE

## MAY 6, 2017

### THE RACES

The Cinco de Mayo Trail Run follows the Lake Poway Trail through the foothills around the lake near Blue Sky Ecological Reserve.

The 5K is open to all ages and follows a scenic course that circles the 3,800-acre lake. It's designed to let you pick your pace: enjoy it as an elite trail runner; as a challenging family run; or simply a gorgeous morning nature hike.

The 10K adds a grueling out-and-back trail into Blue Sky and a quad-burning +10% climb to the Ramona Dam. Take our advice and start training now!

The Kids Race is perfect for kids 7 and under who want the fun without the competition! The approximately 1/3-mile course follows a trail on the near-side of Lake Poway and finishes in the same spot as the 10K and 5K — so even the kids enjoy the festivity of the main finish line.



### THE HIGHLIGHTS

- Professionally timed
- More than \$1,500 in cash awards
- Male/female age group medals three deep
- Punishing, one-of-a-kind 10K
- A 5K for everyone — pick your pace!
- Heroes discount: for firefighters, law enforcement and military
- A non-competitive, fun and easy Kids Race
- Ribbon for all Kids Race participants
- Race shirt and free food and drinks for all runners
- Exhibit row showcasing partners
- Live band and entertainment
- Silent auction



### THE HISTORY

The Cinco de Mayo Trail Run was launched by the Valley Elementary Educational Foundation in 2007 to raise money for Valley Elementary School in Poway. Each year the event has grown and now draws more than 1,200 runners throughout Southern

California, across the nation and, one year, even as far away as Germany. The broader reach and appeal of the race benefits children, families and the racing community. The ever-growing visibility and exposure also benefits our partners and sponsors who believe in the cause.



## THE PARTICIPANTS

The event attracts more than 1,200 participants, including:

- Elite runners and professional, local race teams
- Active, health-conscious adults and families
- Firefighters, law enforcement and active-duty military who are honored as “heroes”
- Teams from local area elementary schools and running clubs

## THE DEMOGRAPHICS

MEDIAN AGE OF ADULTS: 37

MEDIAN AGE OF KIDS: 8



“ I enjoy racing and putting myself to the test, but the best part of this event is seeing kids and adults alike conquer a challenging course. After my race is done, I enjoy cheering on the runners, especially the kids, during the final climb to the finish! ”



— Ryan Wilshusen  
Race Participant

## THE INVESTMENT

We have put together a comprehensive plan\* to market the event extensively throughout the county, ensuring strong attendance and increased exposure for our sponsors.

### Race Websites

Athlinks.com  
Competitor.com  
CoolRunning.com  
Gemini.com  
Raceplace.com  
Raceready.com  
RunnersWeb.com  
RunnersWorld.com  
RunningGuru.com

### Community Websites

Local community websites

### Social Media

Facebook  
Twitter  
Instagram

### Media

Local Newspapers  
Local Radio Stations  
Local Television Stations

### Heroes Promotion

Military Branches  
Fire Departments  
Law Enforcement Agencies

### Community Outreach

Local Races  
Local Businesses  
Local Running Clubs  
University Cross-Country and Track Teams  
Local K-12 Schools  
Poway Unified School District

\*The plan or details are subject to change.



## THE IMPACT

The Cinco de Mayo Trail Run benefits the amazing students at Valley Elementary School. Valley is a Title I school, which means more than half the students come from low-income households. At Valley, the Foundation’s fundraising efforts don’t cover the extras that students need. The money we raise at this race covers the basics. This year’s goal is to provide technology, books, mobile devices and field trips.

FOR MORE INFORMATION AND TO REGISTER  
GO TO [CINCODEMAYOTRAILRUN.ORG](http://CINCODEMAYOTRAILRUN.ORG).

## THE MISSION

The Valley Elementary Educational Foundation brings parents and community members together to raise money to enrich the educational experience so that every child at Valley Elementary School can succeed.



# BECOME A SPONSOR



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LAKE POWAY

**Thank you for participating and making this event a success!**

To pay online via credit card:

Go to [ValleyEEF.org](http://ValleyEEF.org)

Click on "Donate Now" to pay via PayPal

To pay by check:

Mail checks, made payable to the Valley Elementary Educational Foundation, to

10755 Scripps Poway Parkway, #255

San Diego, CA 92131

**California Entity ID 2598009 | Tax ID 41-2221590**

**ALL PAYMENTS ARE DUE: APRIL 1, 2017**



**Business Name:** \_\_\_\_\_

**Point of Contact:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Alternate Phone:** \_\_\_\_\_

**E-mail Address:** \_\_\_\_\_

**Sponsorship Level** \_\_\_\_\_ **Amount Paid:** \_\_\_\_\_

Exhibitors are required to supply, set up, staff and remove their own booths at the event.

Items for the virtual swag given to participants, must be submitted by **April 1, 2017**.



# FORM A TEAM



## 11th ANNUAL CINCO DE MAYO TRAIL RUN 10K • 5K • KIDS RACE

**SATURDAY, MAY 6, 2017  
LAKE POWAY**

### EVENT DETAILS

**EVENT:** 11th Annual Cinco de Mayo Trail Run

**DATE:** May 6, 2017

**URL:** [CincodeMayoTrailRun.org](http://CincodeMayoTrailRun.org)

**SITE:** Lake Poway

**SWAG:** Top 3 runners will receive a medal (5K and 10K), a race shirt, free food and virtual swag.

**FEES:** Adults: \$40 (\$45 starting April 9)

Ages 11-17: \$25 (\$30 starting April 9)

Ages 10 and under: \$10 (\$15 starting April 9)

Kids Race Running Buddy: \$20 (\$25 starting April 9)

### TEAM BENEFITS

- **Team of 25 or more:** name listing on the event website.
- **Team of 25 or more:** Team name listing on sponsorship signage, which will hang at the event and at Valley Elementary after the event.
- **Team of 25 or more:** Option to provide an item and/or coupon for the virtual swag given to participants.
- **Team of 25 or more:** Complimentary canopy and team signage at the event.
- **Team of 50 or more:** Race shirt featuring team name.

Form a team as a way to model your organization's dedication to education, to promote fitness, health and wellness and to encourage community involvement.

### HOW TO FORM A TEAM

1. Pick a team captain.
2. Choose a team name.
3. Captains: Log on to [CincodeMayoTrailRun.org](http://CincodeMayoTrailRun.org)
4. Click on "Register Now" and fill in the required information.
5. Type in the team name where appropriate.
6. Recruit team members.

### HOW TO JOIN A TEAM

1. Log on to [CincodeMayoTrailRun.org](http://CincodeMayoTrailRun.org)
2. Click on "Register Now."
3. Register yourself as a participant.
4. Select your team from the drop-down menu. There is only one name per team. So make sure to join the right one!

### HOW TO SPREAD THE WORD

1. Hold an informal meeting.
2. Write an article in your company's or organization's newsletter or post the event on the community calendar.
3. Prominently display race fliers or posters.
4. Set up a race registration table in your cafeteria or lunch room.

### HOW TO BUILD TEAM SPIRIT

1. Come up with a team theme or slogan.
2. Hold a pep rally, a kickoff breakfast or a post-event lunch or afternoon get-together to celebrate your team's success.
3. Hold training runs with your team.
4. Host a team happy hour before the race.
5. Wear matching race shirts.
6. Take a team photo at the event.



# COMMUNITY SPONSORS



## 11th ANNUAL CINCO DE MAYO TRAIL RUN

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SATURDAY, MAY 6, 2017  
LAKE POWAY

### MORE THAN 1,200 PARTICIPANTS

The event draws participants from throughout Southern California, across the nation and, one year, even as far away as Germany. It offers an opportunity to **reach out** to the community, **maximize marketing and advertising dollars**, **target key demographics**, add value to **philanthropic endeavors** and be recognized for **supporting education**.

### GENERAL BENEFITS

These benefits are part of all sponsorship levels:

- Company name listing on Valley's Foundation, Trail Run and race registration websites
- Company name listing on the sponsorship signage, which will hang at Lake Poway on race day and at Valley Elementary School following the race
- Featured on the Foundation and event social media sites
- Option to provide an item and/or coupon for the virtual swag given to all event participants

### FITNESS SPONSOR — EXCLUSIVE

**\$1,250**

- Opportunity to provide discounts on **memberships or renewals** for runners with proof of Cinco de Mayo Trail Run registration
- Tier 6 logo placement on the **race shirt** given to participants
- Complimentary **exhibit table** at the event (\$400 value)
- 4 complimentary **race entries** (\$180 value)

### BIRD'S EYE SPONSOR — EXCLUSIVE

**\$1,000**

- **Banner at the 10K turnaround.** Situated at approximately 1,200 feet above sea level, this location is the highest elevation on the course and offers a bird's eye view of the entire event — including the 5K, 10K and Kids Race courses. (Note: Sponsor to provide banner)
- **Announcement** of sponsorship at the race, during the dance and/or music performances
- Tier 7 logo placement on the **race shirt** given to participants
- Complimentary **exhibit table** at the event (\$400 value)
- 3 complimentary **race entries** (\$135 value)



## ENTERTAINMENT SPONSOR — EXCLUSIVE \$1,000

- Visibility on the **event's stage** and **announcer's stand**
- **Announcement** of sponsorship at the race, during the dance and/or music performances
- Tier 7 logo placement on the **race shirt** given to participants
- Complimentary **exhibit table** at the event (\$400 value)
- 3 complimentary **race entries** (\$135 value)

## PRE RACE EXPO HOST — EXCLUSIVE \$750

- Exclusive opportunity to host the **Pre-Race Expo**
- Tier 8 logo placement on the **race shirt** given to participants
- Complimentary **exhibit table** at the event (\$400 value)
- 2 complimentary **race entries** (\$90 value)

## TECHNOLOGY SPONSOR — EXCLUSIVE \$750

- Exclusive visibility at tech training sessions for Valley teachers.
- Tier 8 logo placement on the **race shirt** given to participants
- Complimentary **exhibit table** at the event (\$400 value)
- 2 complimentary **race entries** (\$90 value)

## KEEP IT COOL SPONSOR— EXCLUSIVE \$600

- Sponsor logo on the recognition given to "Los Primeros," those runners who have run the Trail Run each of its 10 years.
- Tier 9 logo placement on the **race shirt** given to participants
- Complimentary **exhibit table** at the event (\$400 value)
- 1 complimentary **race entry** (\$45 value)

## HEROES SPONSOR — EXCLUSIVE \$600

- Sponsor logo on the **Heroes Heat award**
- Tier 9 logo placement on the **race shirt** given to participants
- Complimentary **exhibit table** at the event (\$400 value)
- 1 complimentary **race entry** (\$45 value)

## KIDS RACE SPONSOR — EXCLUSIVE \$600

- Sponsor logo on the **Kids Race award**
- Opportunity to **present awards** to kids as they finish
- Tier 9 logo placement on the **race shirt** given to participants
- Complimentary **exhibit table** at the event (\$400 value)
- 1 complimentary **race entry** (\$45 value)

## KIDS RACE START LINE SPONSOR \$500

- Sponsor logo on a **sign** in the kids warm-up area
- Opportunity to provide the instruction for the **kids warm-up session**
- Complimentary **exhibit table** at the event (\$400 value)

## KIDS RACE FINISH LINE SPONSOR \$500

- Opportunity to hand out **Otter Pops** to children at the finish line. (Note: Otter Pops will be provided)
- Complimentary **exhibit table** at the event (\$400 value)

“The battle of life is, in most cases, fought uphill; and to win it without a struggle were perhaps to win it without honor. If there were no difficulties there would be no success; if there were nothing to struggle for, there would be nothing to be achieved.”

— Samuel Smiles

## GREEN ENERGY SPONSOR \$500

- Sponsor logo on **recycling bins**.
- Complimentary **exhibit table** at the event (\$400 value)

## TIMING SPONSOR \$500

- Sponsor logo on **race results bulletin board**
- Logo placement on the official posting of **race results** on the event website
- Complimentary **exhibit table** at the event (\$400 value)

## TRAIL MARKER SPONSOR \$500

- Sponsor logo on **trail marker signs**
- Complimentary **exhibit table** at the event (\$400 value)

## TRANSPORTATION SPONSOR \$500

- **Sign** featuring the sponsor logo in the window on each shuttle bus saying, "Thanks for the ride!"
- Complimentary **exhibit table** at the event (\$400 value)
- **Banner** with sponsor logo at the Lake Poway shuttle station. (Note: Sponsor to provide banner)

## WATER STATION SPONSOR \$500

- Sponsor logo on **water station signs**
- Complimentary **exhibit table** at the event (\$400 value)

## ENERGY BOOST SPONSORS IN-KIND TRADE

This opportunity is subject to approval and is available only to energy drink/water and nutritional food/supplement companies. No exceptions.

Each company will be required to donate product for every participant (approximately 1,200 runners) as they finish the race.

- Tier 5 logo placement on the **race shirt** given to participants
- Complimentary **exhibit table** at the event (\$400 value)
- 5 complimentary **race entries** (\$220 value)

## EXHIBITORS \$400

- Option to set up an **exhibit booth** at the event

## CORPORATE BENEFACTORS \$250

This level is perfect for contributions from local businesses

## FAMILY BENEFACTORS \$50

This level is perfect for contributions from families or individuals.

# MEDAL-LEVEL SPONSORS



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### Medal-Levels with Multi-Year Options:

#### PLATINUM PARTNER — EXCLUSIVE

**\$5,000** one yr. / **\$9,000** two yrs.

- Positioning as the exclusive **Platinum Partner** of the Cinco de Mayo Trail Run
- Sponsor logo incorporated with the **event logo** for the duration of the event
- Featured on the exclusive **race promotion banner** hung at the front and back entrances at Valley Elementary School leading up to the event and at Lake Poway on race day.
- Recognition as the exclusive Platinum Partner on the **school marquee**
- Recognition as the exclusive Platinum Partner in the principal's **ConnectEd telephone call and email** sent out to all Valley parents the day before the race
- Top tier logo placement on the **race shirt** given to all participants
- 30 complimentary **race entries** (\$1,350 value)
- Complimentary **exhibit table** at the event (\$400 value)
- 7 complimentary **preferred parking passes** for Lake Poway (\$35 value)

#### GOLD PARTNER — EXCLUSIVE

**\$3,500** one yr. / **\$6,000** two yrs.

- Positioning as the exclusive **Gold Partner** of the Cinco de Mayo Trail Run
- Tier 2 logo placement on the **race shirt** given to all participants
- 25 complimentary **race entries** (\$1,125 value)
- Complimentary **exhibit table** at the event (\$400 value)
- 5 complimentary **preferred parking passes** for Lake Poway (\$25 value)

#### SILVER PARTNER — EXCLUSIVE

**\$2,500** one yr. / **\$4,500** two yrs.

- Positioning as the exclusive **Silver Partner** of the Cinco de Mayo Trail Run
- Tier 3 logo placement on the **race shirt** given to all participants
- 10 complimentary **race entries** (\$450 value)
- Complimentary **exhibit table** at the event (\$300 value)
- 2 complimentary **preferred parking passes** for Lake Poway (\$10 value)

#### BRONZE PARTNER — UNLIMITED

**\$1,500** one yr. / **\$2,500** two yrs.

- Positioning as a **Bronze Partner** of the Cinco de Mayo Trail Run
- Tier 4 logo placement on the **race shirt** given to all participants
- 5 complimentary **race entries** (\$225 value)
- Complimentary **exhibit table** at the event (\$400 value)
- 1 complimentary **preferred parking pass** for Lake Poway (\$5 value)

