



Corporate Sponsorship Opportunities



Reach Customers. Give Back to Local Schools.

The Willow Glen 5K RUN/WALK is a community event, supported by local and corporate sponsors to benefit local schools.

The annual event is a professionally-coordinated road race through downtown Willow Glen, a suburb of San Jose.

More than 1,800 racers registered for last year's

event, with a diverse crowd from nationally-recognized runners to parents pushing strollers.

Local spectators cheered the racers on as they breezed through the flat and fast course through the quaint streets of Willow Glen.

Racers, families and neighbors all joined together at the finish line for an expanded post-race festival. The fun-filled morning included a jam-packed kids' area,

sponsor booths, product samples and a pancake breakfast.

2011 Event At-a-Glance

Racers: 1,800
Corporate Sponsors: 15
Funds Raised: \$52,000

willowglen5k.org

Making Strides for Our Schools
2012

Proceeds from the Willow Glen 5K Run/Walk benefit the Willow Glen Elementary PTA and other cooperating local schools. A 501(c) 3 tax-exempt organization, the Willow Glen Elementary PTA provides funding for sports, arts and science programs at Willow Glen Elementary.



“Sponsoring the 5K was great! Not only were we able to give back to the community, but we were able to bring more families through our doors and now some are members.”

- Carolyn, San Jose Swim & Racquet Club (presenting sponsor, 2010-2012)

The Heart of a Community

Willow Glen Elementary School has traditionally been an active partner in the business community and neighborhood for decades. Students march in the Founders’ Day parade, and the campus plays host to the Willow Glen community tree lighting and Music in the Glen each summer. Our school is at the heart of the community, serving families that live, stroll and shop along Lincoln Avenue every day.

Demographic Reach

Willow Glen is home to about 40,000 residents with a median age of 35. More than 75 percent of residents are white-collar workers and college-educated.

Filling a Need

Willow Glen Elementary School (along with virtually all public schools in the San Jose Unified School District) has faced severe budget cuts resulting in teacher/staff layoffs, increased class size, furlough days, and fewer resources for students. The school’s Parent Teacher Organization (PTA) is filling the need with programs ranging from band, folklorico dance, sports, art classes, music instruction, and a new dynamic science program. The PTA needs both corporate and private support in order to provide these essential programs to children. Funds from the Willow Glen 5k Run/Walk fill that need.





Sponsorship Levels	Presenting Sponsor \$11,000	Gold Sponsor \$2,500	Silver Sponsor \$1,000	Bronze Sponsor \$500
Logo Include with Race Title	X			
Race Packet Pickup at Business Site	X			
Special Recognition at Festival and Throughout the Year	X	X		
3' x 10' Banner at Event	X	X		
Category Exclusivity	X	X	X	
Name on Mile Markers or Water Station	X	X	X	
Logo on T-Shirt & Promotional Materials	X	X	X	X
Materials in Race Bag	X	X	X	X
\$5 Off Employee Race Registrations	X	X	X	X
Complimentary Booth at Festival	X	X	X	X
Complimentary Race Registrations	20	5	3	1