



## Corporate Sponsorship Opportunities

### Reach Customers

The Willow Glen 5K Run/Walk is a community event, supported by local and corporate sponsors to benefit programs at local schools.

The Annual Willow Glen 5K Run/Walk is a professionally coordinated road race through the downtown Willow Glen, a suburb of San Jose.

Last year, 1200 registered racers, from nationally recognized runners to parents pushing jog strollers; the participants enjoyed the cheers from our

local community throughout the flat and fast course on the quaint streets of Willow Glen.

New for 2011 include a USATF certified course and timing chips for each racer. This year's race also invites team racers to compete for The "Race for the Willow Glen Cup," giving local businesses and groups to compete together.

The Willow Glen 5K Run/Walk welcomes racers, families and neighbors for an expanded post-race festival.

The fun-filled morning includes a jam-

### Give Back to Local Schools

packed kids area, sponsor booths, product samples and a pancake breakfast.

[www.willowglen5K.org](http://www.willowglen5K.org)

#### Event At-a-Glance

Athletes: 1200

Corporate Sponsors: 15

Funds raised: \$39,000

50% growth expected for 2011

## Making Strides for our Schools

2011

Funds raised from the Willow Glen 5K Run/Walk benefit local public school programs including funding for sports, arts and science at Willow Glen Elementary school, and for public schools in the area. Sponsorship for the race directly benefits our local children.

# Sponsor Success



“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, 2010/2011)



## The Heart of a Community

Willow Glen Elementary school has traditionally been an active partner in the downtown and business community for decades; participating in the annual Founder’s Day parade, hosting the Willow Glen Community Tree Lighting and hosting Music in the Glen. Our students are the heart of the community, serving families that live, walk and engage with local businesses every day.

## Demographic Reach

Willow Glen is home to about 40,000 people with a median age of 35. Over 75% of residents are white-collar workers and college educated. Willow Glen Elementary school hosts 50% Hispanic or Latino students who are socio-economically challenged.

## Filling a Need

Willow Glen Elementary school, as all public schools in the San Jose Unified School District have faced severe budget cuts resulting in teacher/staff layoffs, increased class size and furlough days. The school’s Parent Teacher Organization (PTA) is filling the need with programs ranging from band and choir, folkloric dance, sports, art classes and a new science program. The PTA needs both corporate and private support in order to provide these programs to our Willow Glen children. Funds from the Willow Glen 5K Run/Walk fills that need.

# Sponsorship Packages

## Presenting Sponsorship FILLED

- Presenting sponsor name and logo included with Race title
- Sponsorship Exclusivity
- Race packet pick-up on-site at presenting sponsor's business
- Start/Finish line banner
- Name and logo on all promotional materials (web, posters, media)
- Materials in race goodie bag
- Special recognition at festival
- Presenting name and logo on race t-shirt
- 20 complimentary race registrations
- Complimentary booth at festival in prominent location



Gold Sponsors (\$2500)	Silver Sponsors (\$750)	Bronze Sponsors (\$450)
3'x10' banner at event	Name and logo on t-shirt	Name and logo on t-shirt
Category Exclusivity	Category Exclusivity	Name on promotional materials
Prominent name and logo on t-shirt	Name on water station	Materials in race bag
Name on race bibs	Name and logo on all promotional materials	1 complimentary race registration
Name and logo on all promotional materials	Materials in race bag	
Name on mile-markers	3 complimentary race registrations	
Materials in race bag	\$5 off employee race registrations	
5 complimentary race registrations	Complimentary booth at festival	
\$10 off employee race registrations		
Complimentary booth at festival		

# In-Kind Sponsorship



## Join a winning team and contribute to the Willow Glen 5K Run/Walk

There are many ways for your company or business to help contribute to the Willow Glen 5K Run/Walk. Help make this year's event special by offering in-kind donations for our race and festival.

## Volunteer

- Race water stations
- Festival staff
- Course staff
- Runner registration
- Race set-up and take-down
- Food stations
- First aid station
- Kids Zone

## In-Kind Donations Needed

- Bottled water
- Oranges and bananas
- Copy and printing
- Race bags
- Music and entertainment
- Timing clock
- Energy bars
- Energy drinks
- Pancakes and syrup
- Photography

# The Willow Glen Cup



**TEAM PLAY**

**FUN!**

New for this year: A team category designed to create team building for businesses, non-profits and friends.

Corporate teams, non-profits, business groups and friends will race against one-another in a friendly

competition for the first annual Willow Glen Cup.

The team category is an opportunity for team-building for a good cause. Create a team from work colleagues, friends, school and more. Compete against other local groups. Earn

prizes for the fastest team and for largest team.

Teams of seven or more runners will have team name on the Willow Glen Cup. Participating members also receive a part of JogSox compliments of Athletic Performance.

Friendly competition

Team building

Fun for friends

Free JogSox

Prizes!



# Fundraising for Your School



The Willow Glen 5K Run/Walk supports all of our local public schools. Involve your school.

A percentage of all proceeds from the 2011 Willow Glen 5K Run/Walk will go to each registered school.

For more information contact  
[info@willowglen5K.org](mailto:info@willowglen5K.org)

## Fundraising Opportunity

Join Willow Glen Elementary School in earning money toward your school or non-profit organization by participating in our affiliates program. It's easy: sign up your non-profit organization by contacting race organizers at [info@willowglen5K.org](mailto:info@willowglen5K.org) and promote it to your community, friends, supporters. For each registered user who marked your non-profit during the registration process, a percentage of proceeds will go to you. It's that easy!

**Who:** All non-profit organizations, most importantly our local public schools.

**What:** Earn money back on every registered race participant affiliated with your group

**How:** Register your non-profit organization with race organizers. Runners must identify their affiliation with the group when they register

Run for Education

2011