



PEDIATRIC CANCER  
RESEARCH FOUNDATION

REACHING  
FOR THE CURE  
HALF 10K  
MARATHON | 5K | 1K



MAR 17 2019

Sponsorship Opportunities  
2019 Packages

The 21<sup>st</sup> Annual Reaching for the Cure Half Marathon, 10K, 5K, and Kids Run will take place on March 17, 2019. Sponsoring this Southern California “must-do” event for fitness and recreation enthusiasts of all ages allows your company direct access to a desirable demographic of 5,000 active, affluent and well-educated participants and spectators.

With an event of this magnitude we can provide you a wide variety of avenues to captivate and elevate your brand. From exclusivity and naming rights, general exposure throughout the event, expo specific exposure, to product trade or in-kind race support!

## Ways to Sponsor & CURE PEDIATRIC CANCER

// **SPONSORSHIP LEVELS:** Presenting, Title, Corporate, Classic, Rainbow, Mile Marker, Water Station

// **EXCLUSIVITY & NAMING RIGHTS:** Half Marathon, 10K Run, 5K Run, 5K Walk, 1K Kids Fun Run, Finish Line Expo, Kids Fun Zone, VIP Reception, Team Shirts

// **IN-KIND AVENUES:** Water, Sports Drinks, Shirts, Apparel, Energizing Kits, Nourishment, Pre-Race Warm Up, Prizes, Awards, Photography, Expo Experiences, Goodie Bags

// **EXHIBITOR OPTIONS:** Vendor Expo, Charity Expo, Food Truck, Goodie Bag Insert, Virtual Offer



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FOR THE CURE**  
**HALF 10K**  
**MARATHON 5K 1K**

Please use the table below as a guide of the opportunities afforded by an event sponsorship. Together we can customize your preferred package based on your goals.



## Sponsor Benefits AND DETAILS

	PRESENTING \$35,000	TITLE \$10,000	CORPORATE \$5,000	CLASSIC \$2,500	RAINBOW \$1,000	PRODUCT TRADE
# OF SPONSORSHIPS AVAILABLE	1	7	Unlimited	Unlimited	Unlimited	Unlimited
# OF FREE RACE ENTRIES	120	40	20	10	5	
<b>PRE-EVENT RECOGNITION</b>						
Social Media Promotion	*	*	*	*	*	*
Website Presence	*	*	*	*	*	*
Email Blasts	*	*	*	*	*	*
Race Advertisements	*	*				
Event Flyers & Postcards	*	*				
Mailing Inclusion	*	*	*			
Dedicated Blog Post	*	*	*			
Press Release	*	*				
<b>ON-SITE RECOGNITION</b>						
Exclusive Naming Rights	*	*				
Company Official Start Race	*	*				
Logo on Start / Finish Banner	*					
Logo on Race Shirts	*					
Logo on Race Bibs	*	*				
Access to VIP Reception	*	*	*	*	*	
Booth Space at Expo	20x20	10x20	10x10	10x10	10x10	10x10
Banners Displayed at Event	20	10	5	3	1	1
Goodie Bag Insert Opportunity	*	*	*	*	*	*
Option to Brand unique experience	*	*				
<b>POST-EVENT RECOGNITION</b>						
Ongoing Press Releases	*	*	*			
Foundation Newsletter	*	*	*	*	*	*
Thank you Email Blast	*	*	*	*	*	*
Next Year's Sponsorship Package	*	*	*	*	*	*

**SPONSORSHIP DEADLINE FOR MAXIMUM INCLUSION: DECEMBER 15, 2018**

Contact: admin@pcrf-kids.org • 949-859-6312 • PCRF Tax ID #95-3772528



## Quick Event Facts & COMMUNITY REACH

### // Event Date and Time:

Sunday, March 17, 2019, 6:00 AM – 1:00 PM

### // Run/Walk Events:

Half Marathon, 10K Run, 5K Run, 5K Walk,  
1K Kids Fun Run

// **Expected Participants:** 5,000+

// **Expected Spectators:** 2,000+

// **Number of Volunteers:** 500+

// **Dedicated Website:** [ReachingfortheCure.org](http://ReachingfortheCure.org)

### // Dedicated Social Media:

Facebook.com/PCRFKids	6,000+
Twitter.com/PCRF_Kids	1,400+
Instagram.com/PCRF_Kids	840+
Dedicated Email Blasts	33,750+

### // Renegade Race Series Support:

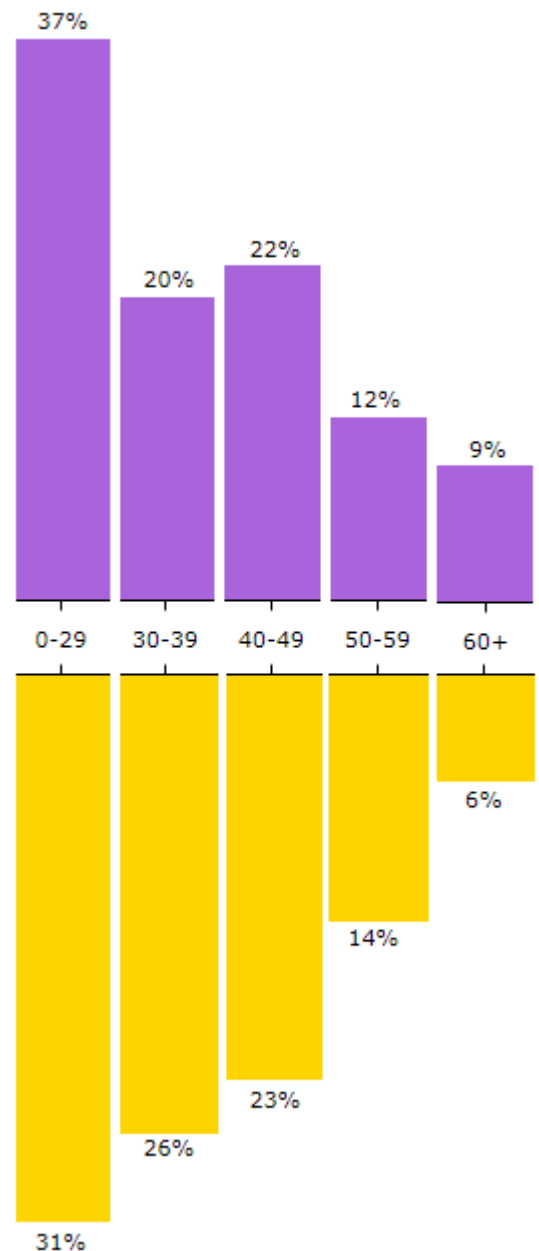
Combined Social Media	20,000+
Dedicated Running Community List	100,000+

“I travel all around the country and do races. This was one of the best I have ever attended!”

GENDER



AGE-RANGE



# 2019 COMMITMENT FORM



Name for Recognition

Address

Representative Name

Title

Email Address

Contact Number

### Select Sponsorship Level(s):

<input type="checkbox"/> Presenting Sponsor	\$35,000	<input type="checkbox"/> Team Shirt Sponsor	\$10,000
<input type="checkbox"/> 10K Run	\$10,000	<input type="checkbox"/> Corporate Sponsor	\$5,000
<input type="checkbox"/> 5K Run	\$10,000	<input type="checkbox"/> Classic Sponsor	\$2,500
<input type="checkbox"/> 5K Walk	\$10,000	<input type="checkbox"/> Rainbow Sponsor	\$1,000
<input type="checkbox"/> Kids' 1K Fun Run	\$10,000	<input type="checkbox"/> Goodie Bag Sponsor	\$2,500
<input type="checkbox"/> Finish Line Festival	\$10,000	<input type="checkbox"/> Water Station	\$500
<input type="checkbox"/> Kids' Fun Zone	\$10,000	<input type="checkbox"/> Mile Marker Sponsor	\$500
<input type="checkbox"/> I am unable to sponsor, enclosed is my donation:		\$	

Signature:

Date:

### Payment Options and Information:

<input type="checkbox"/> Check Enclosed payable to Pediatric Cancer Research Foundation	<input type="checkbox"/> Please invoice me for: \$
<input type="checkbox"/> Donate via credit card	<input type="checkbox"/> Please provide information for an EFT payment

Name on Card:

Card #:

Business Card  Personal Card

Exp. Date:

Code:

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