

# REACHING FOR THE CURE FINISH LINE FESTIVAL

**MAR 16/17** 2019  
**IRVINE VALLEY COLLEGE**

— Community, Health & Wellness Expo & Goody Bag Form —



**EXPO DATE:** Saturday, March 16 &  
Sunday, March 17, 2019

**LOCATION:** Irvine Valley College

**EVENTS:** **Saturday Bike Tours:**  
100-mi., 50-mi., 35-mi., 15-mi.  
**Sunday Run/Walk Races:**  
Half Marathon, 10K Run, 5K Run,  
5K Walk, 1K Kids Run

## Register Soon For This Favorite Community Expo

### Facts & Demographics

Previously named the Cinco de Mayo Half Marathon, the event returns to its original, and best described, name – Reaching for the Cure. This year expects 5,000 participants + over 2,000 in spectators and volunteers.

- Female: 61%
- Male: 39%
- Average Median Age: 39
- College Educated: 65%
- Household Income over \$75,000: 60%

### Virtual Race Bag

Virtual Race Bag art must be received by March 8, 2019. Instructions to upload your artwork will be emailed once your order is processed.

### Worth While Cause

Since its establishment in 1982 as a grass-roots organization, the Pediatric Cancer Research Foundation (PCRF) has focused its efforts to improve the care, quality of life, and survival rate of children with malignant diseases. PCRF has raised over \$42 million for pediatric cancer research. [www.pcrf-kids.org](http://www.pcrf-kids.org) for more info!

(PCRF Tax ID # 95-3772528)

### Outdoor Booth Space

**Day 1 Bike Expo Hours:**

**Saturday, March 16, 5:00am - 3:00pm**

**Load in, 4:00am - 5:00am or 6:15am - 7:15am**

**Day 2 Run/Walk Hours:**

**Sunday, March 17, 7:00am - 1:00pm**

**Load in, Friday 2:00pm-5:00pm**

**Load in, Saturday 4:00pm - 6:00pm**

**Load in, Sunday, 5:00am - 7:00am**

- Booth consists of a 10 x 10 space, one 6' covered table, and two chairs. All expo vendors must provide their own canopy.
- Canopies can be rented for an additional cost.
- If bringing your own canopy, the City of Irvine requires that all canopies be weighted down with 75lbs. for each leg (total 300lbs.) Please bring your own sandbags or weights and cable ties to secure your tent. If you are renting a canopy through us, set up will include weights.
- Larger booth space is possible. Please contact for additional pricing.
- Additional fees apply for electricity and ice.
- Any branded vehicles you wish to be part of your set up must be pre-approved and must remain parked for the duration of the Expo – no late arrivals or early out.
- Please answer questions on page 2 with as much detail as possible. The County of Orange has very strict health regulations.
- We have additional forms for Food Trucks (O.C. Permit required), Food Stand vendors (food prep involved), and food samplers.



[www.pcrf-kids.org](http://www.pcrf-kids.org)

#### Questions, Please Contact:

Erin Arreola  
Pediatric Cancer Research Foundation  
17932 Sky Park Circle, Suite E  
Irvine, CA 92614

Email: [earreola@pcrf-kids.org](mailto:earreola@pcrf-kids.org)

Office: 949-859-6312 Fax: 949-859-6323

#### Expo Logistics Questions, Please Contact:

Taite Bergin Pauley  
Renegade Racing

Email: [taite@renegaderaceseries.com](mailto:taite@renegaderaceseries.com)

Office: 949-975-1812

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## Select one of the following:

- Sunday Only Vendor Booth (10x10) .....\$350
- Sunday Only Charity Booth .....\$100  
(registered 501c(3) organizations)  
Tax ID # \_\_\_\_\_
- 2-Day Weekend Vendor Booth (10x10)** .....\$500
- Food Truck .....\$100
- Goodie Bag Insert .....\$250
- Virtual Goodie Bag .....\$150
- Expo & Goodie Bag Combo** .....\$500

## Extras:

- 10'x10' Canopy Tent Rental & Weights .....\$125  
\*Canopies are required and not provided.  
**If you are unable to supply your own, please be sure to select your rental.**
- Canopy Weights .....\$50  
\*City requires that all canopies be weighted down with 75lbs for each leg (total 300lbs). **If you are unable to supply your own, please be sure to select your rental.**
- Electricity .....\$50  
Specify Amps Required \_\_\_\_\_  
What will you power? \_\_\_\_\_  
**\*Extension cords are not provided. Please bring your own extension cord at least 50' in length.**
- Ice 25lbs .....\$25
- I am interested in a larger space. PCRF will call for details. Specify Contact Name and Phone: \_\_\_\_\_

## Expo Details:

- Specify Preferred Booth Location Choices:  
1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_  
Booth location is not guaranteed, but we will do our best to assign you to one of your choices. Final booth assignments will be emailed one week prior to the event.
- Products or services to be displayed, sampled or sold at your booth: \_\_\_\_\_
- Are you sampling or selling food, beverage or other consumable goods?  YES  NO  
If yes, additional paperwork is necessary, the Expo coordinator will be in touch.  
Specify Contact Name and Phone: \_\_\_\_\_  
If selling, please list your City of Irvine Business License # \_\_\_\_\_

## Goodie Bag Details:

- This marketing method allows merchants an opportunity to advertise to thousands of people in an enthusiastic, cause driven and fitness minded market. In an effort to be environmentally friendly, this year's goodie bag will be exclusive to product samples and items only. All coupons, offers and special vouchers will be offered in a Virtual Goodie Bag. **All items need to be received at PCRF exclusively during the following time period: March 4-8, 2019.**
- Adult Goodie Bags (5,000 quantity)  
Item Description: \_\_\_\_\_  
Item Value (if any) \$ \_\_\_\_\_
  - Kid's Goodie Bags (500 quantity)  
Item Description: \_\_\_\_\_  
Item Value (if any) \$ \_\_\_\_\_

Company Name: \_\_\_\_\_  
Company Contact Name: \_\_\_\_\_ Cell: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State/Zip: \_\_\_\_\_  
\*Email Address: \_\_\_\_\_ \*Email Address Required

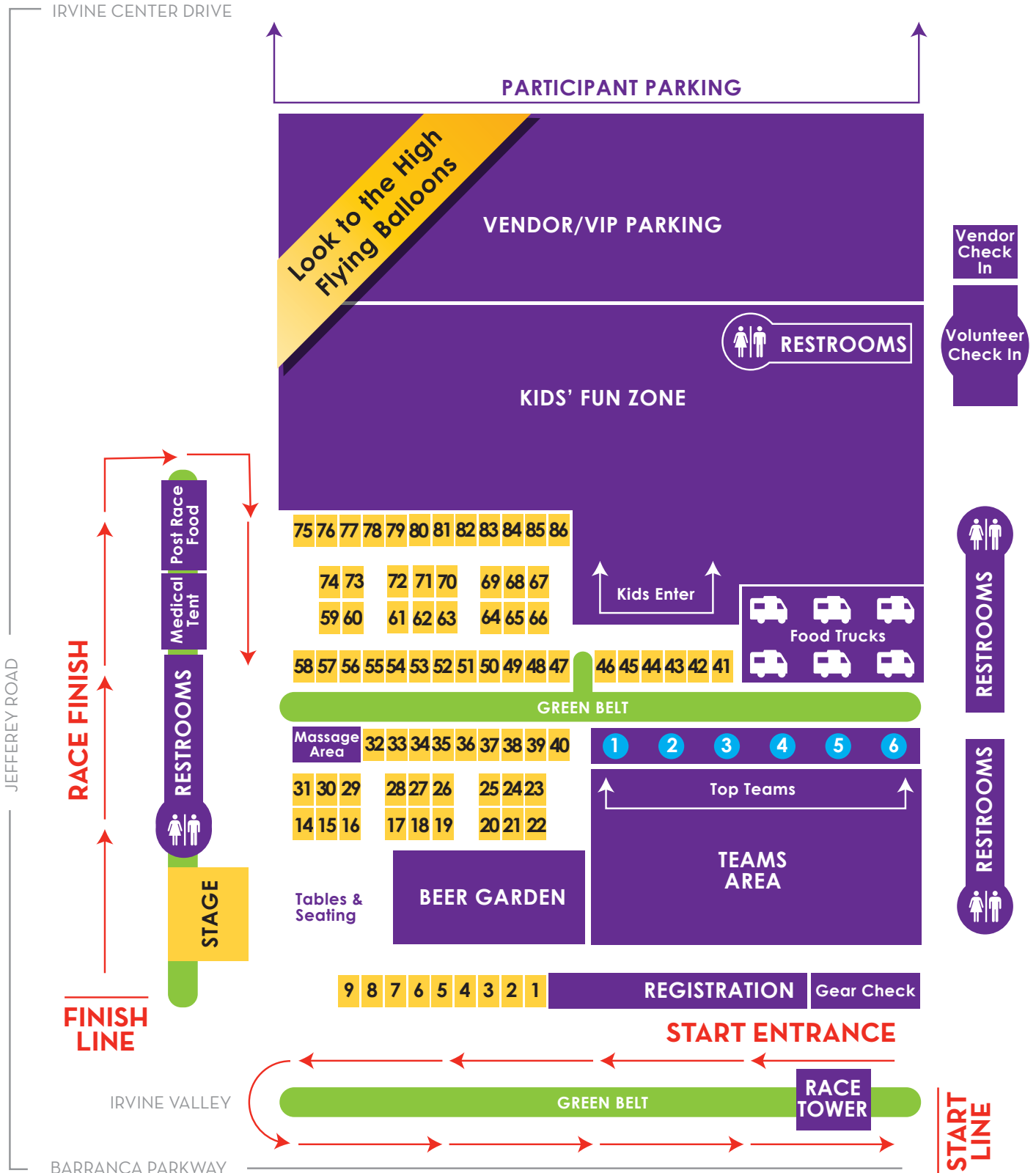
**I have read and understand all vendor information and deadlines and understand that there are no refunds.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 Enclosed is my check for \$ \_\_\_\_\_ payable to PCRF.  
 Please charge \$ \_\_\_\_\_ to my  Visa  MC  Discover  AmEx  
Card #: \_\_\_\_\_ CVV: \_\_\_\_\_ Exp Date: \_\_\_\_\_ Billing Zip: \_\_\_\_\_

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Please note, we anticipate slight adjustments for the 2019 layout. Placements may vary slightly.