

EL SEGUNDO 20 RUN FOR EDUCATION 20



EL SEGUNDO
RUN FOR EDUCATION



SPONSORSHIP OPPORTUNITIES

10K

5K

1K

1/2K

Saturday
April 18
2020



EL SEGUNDO
RUN FOR EDUCATION

Dear Friend of the Run,

The El Segundo PTA's 29th annual Run for Education will be held on April 18, 2020, and we are seeking your support to help us reach our goal of raising over \$100,000 for El Segundo schools.

The Run for Education continues to be not only a major fundraiser for El Segundo's K-12 public schools, but also one of the more unique USATF certified road courses in Southern California. This family-centered event regularly includes the local South Bay and surrounding communities who come out to help support our cause.

With the changes in how the State determines school funding, your sponsorship is especially vital to help offset the permanent underfunding our district faces. By supporting education at the local level, you have an opportunity to be a positive influence on both today's young minds and tomorrow's future leaders. Your support in the form of sponsorship of the PTA Run for Education allows you to contribute directly to the quality of education in the local school district, and more importantly, to our most valuable resources – our teachers and children.

All proceeds from the Run are directly returned to our schools and classrooms funding critical items such as equipment and materials for reading, science, math, P.E., music, and art classes. Your support also pays for educational assemblies, field trips, teacher project re-imburement and many other programs that enrich the lives of children and support teachers in the classroom. At the high school, the Run funds support College and Career Day which annually brings in over 100 guest speakers and 30 college reps from around the county as well as the Naviance system that each of our high school students use to identify ideal college options and routes to higher education and employment. Naviance also helps students create resumes, track recommendations and apply for scholarships.

On behalf of the El Segundo PTA's Run for Education and the 3,600+ local public-school children we represent, we invite you to become a sponsor. Each sponsor who makes a tax-deductible contribution to the event is assured maximum exposure to the local community. All attending will be aware of your generous support through a broad range of media coverage as described in this packet.

We look forward to your support!

Thank you for your consideration,

29th Annual PTA Council Run 4 Education Committee

Sponsorship Contact is Barry Gribbon (310) 500-8008 or Ellen Faustine-Barnett (310) 383-1460

Or Reach us at: Sponsors@ESRun4Education.com

2020 FACT SHEET

RACE DAY:

Saturday, April 18, 2020

10K RUN | 5K RUN/WALK | 1K & 1/2K KIDS FUN RUN
FINISH LINE HEALTH & FITNESS EXPO

PACKET PICKUP:

Thursday, April 16th – Friday, April 17th

PROJECTED AUDIENCE:

1,600 Participants (67% Local Residents)
2,000 Expo Attendees (includes race participants)

THE RUN FOR EDUCATION

Entering its 29th year, the El Segundo PTA Run 4 Education is a major fundraiser for El Segundo's K-12 public schools, as well as one of the more unique USATF certified 5K/10K courses in Southern California.

COURSE ROUTE and USA TRACK & FIELD SANCTIONED EVENT

Featuring a moderate coastal climate and a tour of both El Segundo and its schools, its small town Americana at its best! The 5K Run/Walk is an easy-to-moderate hill course, with the 10K Run being a double loop of the 5K route. As a full sanctioned USATF event (ID: 19-33-003), both road courses have received official certifications (CA11024RS and CA12117RS).

BENEFITING NON-PROFIT

All proceeds from the Run go directly to El Segundo schools and students.

PAST SPONSORS

Last year's event saw the return of many loyal sponsors along with a few new additions. Lead supporters include: Big-5 Sporting Goods, Providence Health & Services, Chevron, 1-800-GOT-JUNK, You Move Me, and HazAwayToday.com, Farmers Insurance, Continental Development Corp., Kinecta, The Los Angeles World Airport, El Segundo Athletic Club, Skechers, Davis & DeRosa Physical Therapy, El Segundo Kiwanis, El Segundo Rotary and El Segundo Teacher Association.

MARKETING CAMPAIGN

Advertising includes heavy saturation (based on sponsorship level) of both the local community and the greater South Bay region via print, web, and a high exposure banner campaign along Sepulveda Blvd./Pacific Coast Highway (avg. 120,000 vehicles daily). Emails, flyer distribution, event marketing, and partner cross-promotion will also be utilized for greatest impact.

PARTICIPANT STATS:

Total Youths	45%	El Segundo Resident	62%
Total Adults	55%	Other SoCal Resident	38%

Largest Youth Group | 6-13 | 72% of youths | 32% of overall
Largest Adult Group | 36-50 | 50% of adults | 27% of overall

Under 18: 45%	18-29: 6%
30-39: 14%	40 and Over: 35%
Male: 49%	Female: 51%

* Source: 2019 Run for Education Registration Database

LOCAL STATS*:

Workforce:	90,000+
Total Residential Population:	16,578
Families:	4,105
Family Income (median):	\$86,364
Households:	7,410
Median Age:	39.2
High School Graduate or higher:	90.7%
Bachelor's Degree or higher:	46.4%

* Source: 2010 Census

2020 MARKETING TO INCLUDE:

As a Run for Education sponsor, you'll receive recognition within a comprehensive marketing campaign that includes (dependent on sponsor level):

EMAIL BLASTS

Exposure and recognition on pre-and post-event email blasts (Feb – Apr 2020) through our Racewire participant database & through Race Place advertising.

PRINT ADS

Inclusion in print advertising campaign with local newspapers the El Segundo and The El Segundo Herald. Additional runner targeted advertising will be done via RacePlace Magazine, Facebook, and Instagram.

EVENT PRESS RELEASES

Select sponsors will be included in official pre-event press releases.

ONLINE/SOCIAL MEDIA

Exposure on the Run for Education website, and dedicated posts on associated Facebook properties.

GRASSROOTS PROGRAMS

Inclusion in window flyers distributed to local business locations throughout the city and surrounding community, postcards to local schools and residents, and postcards distributed via local road races.

EVENT EXPOSURE

Inclusion in signage for Run related events, placement on race t-shirts, and emcee mentions throughout Race Day for eligible sponsors.

EVENT SAMPLING

All sponsors will have the opportunity to distribute product samples and marketing items at the race expo as well as prizes for top finishers and raffle items for attendees.

HEALTH & FITNESS BOOTHS

ALL sponsors receive, as part of their sponsorship packages, booth space at the post race expo. Product selling **IS ALLOWED** for those with CA business licenses. Race participants will be going around to every booth for goodie bag items!



2020 SPONSORSHIP OPPORTUNITIES

\$10,000 TITLE SPONSOR PACKAGE – EXCLUSIVE NAMING RIGHTS

This is the highest level of sponsorship designed to give maximum exposure to your company. The Run will provide the Title Sponsor with the minimum following services.

1. Exclusive naming rights to the Event. Company's name will proceed Run for Education in ALL marketing and promotional materials (i.e. Company XYZ's Run for Education 5K/10K.)
 - a. Custom die-cast race medals
 - b. Custom race trophies/plaques
 - c. Title placement on all race t-shirts, bibs, event signage, start/finish line, street banners, etc.
 - d. Newspaper advertisements, press releases, web content, social media, post cards, flyers, etc.
 - e. Retail sign placement
2. Participation on the Governing Board of the event
3. Category Exclusivity
4. Expo space for two 10x10 company booths in premiere location
5. Verbal recognition by event host/emcee throughout the race day
6. Free registrations for 20 race participants

\$5,000 PRESENTING SPONSOR PACKAGE – EXCLUSIVE PRESENTING RIGHTS

This is the second highest level of sponsorship designed to maximize exposure to your company. The Run will provide Presenting Sponsors with the minimum following services.

1. Presenting rights to the Event.
 - a. Presenting placement on all Race t-shirts, event signage, start/finish line, street banners, etc.
 - b. Newspaper advertisements, press releases, web content, social media, post cards, flyers, etc.
 - c. Retail sign placement
2. Prominent placement in all print and electronic advertising
3. Title & Presenting Sponsors will be exclusively featured any lawn signs that are created.
4. Expo space for two 10x10 company booths in premiere location
5. Verbal recognition by event host/emcee throughout the race day
6. Free registrations for 15 race participants



2020 SPONSORSHIP OPPORTUNITIES - CONTINUED

\$2,000 GOLD SPONSOR PACKAGE

This is the premium level of business sponsorship designed to give a high level of exposure to your company.

1. Proportionate placement in all print and electronic advertising
2. Named sponsor in all news media press releases
3. Prominent logo on event signage including:
 - a. All race t-shirts, sponsor wall, and race participant finisher wall
 - b. Race sponsor page, Facebook page, postcards, and flyers
 - c. All newspaper ads, electronic advertising, and runner email communication
4. Expo space for one 10x10 company booth in premiere location
5. Verbal recognition by event host/emcee throughout the race day
6. Free registrations for 10 race participants

\$400 BRONZE SPONSOR PACKAGE

This level of sponsorship is designed to give a high level of exposure to local businesses:

1. Proportionate sized logo on event signage including:
 - a. Event sponsor wall
 - b. Race sponsor page, Facebook page, and event flyers
2. Expo space for one 10x10 company booth
3. Verbal recognition by event host/emcee throughout the race day
4. Free registrations for 4 race participants

\$1,000 SILVER SPONSOR PACKAGE

This level provides prominent sponsorship designed for wide community and web exposure to your company.

1. Proportionate sized logo on event signage including:
 - a. All race t-shirts, event sponsor wall, race participant finisher wall
 - b. Race sponsor page, Facebook page, postcards, and flyers
 - c. Electronic advertising and runner emails
2. Expo space for one 10x10 company booth in prime location
3. Verbal recognition by event host/emcee throughout the race day
4. Free registrations for 8 race participants

\$100 EXPO Package

1. Expo space for one 10x10 company booth on Race Day!

2020 SPONSORSHIP DONATION FORM

Name of Business/Organization: _____

Address: _____ City: _____ State: _____ Zip: _____

Contact Name: _____ Telephone: _____

Email: _____

Website: _____

Sponsorship Level: (Check One) _____ Presenting (\$5,000+) _____ EXPO Booth ONLY (\$100+)

_____ Gold (\$2,000+) _____ Silver (\$1,000+)

_____ Bronze (\$400+)

Actual Donation Amount: _____

Health & Wellness Expo Booth: YES / NO

X _____

Sponsorship Signature – To ensure all marketing opportunities your commitment must be received right away, and your donation must be received no later than March 27th, 2020. All sponsorships are subject to APPROVAL.

Please make checks payable to El Segundo PTA Council.

El Segundo Run for Education
641 Sheldon Street
El Segundo, CA 90245

For questions about the **Sponsorship** process, contact **Barry Gribbon** at 310-500-8008 or Sponsors@ESRun4Education.com.

Want to donate electronically? Visit <http://www.esrun4education.com/sponsorship-opportunities/2019-run-education-sponsorship-form> to complete this form and donate online!