

2019 LAAHU Charity 5k Run/Fun Walk

SPONSORSHIP OPPORTUNITIES – MARCH 16, 2019



Griffith Park

4730 Crystal Springs Dr., Los Angeles, CA 90027

SATURDAY, MARCH 16, 2019

Sponsor Set-up: 6:00am-6:45am

Registration/Check-in: 7:00am-8:00am

Race Start: 8:15am

Fun Walk Start: 8:20am

Take-Down: 11:30am



Every year LAAHU hosts a charity event with hundreds of attendees benefiting an organization that goes above and beyond in its community services and efforts to benefit those in need. This year, LAAHU has decided to do something new to fit the services of our beneficiary—a Charity 5k Run/Fun Walk! On March 16, 2019 we will be holding a 5k Run/Fun Walk in support of **Fit 4 The Cause**! Fit 4 The Cause provides licensed fitness instructors and nutritional educators to low-income communities where many residents experience metabolic and ambulatory challenges. The organization currently serves 1,500 beneficiaries including: at-risk teens, fragile seniors, and vulnerable children. Join us in our 5k to benefit Fit 4 The Cause by choosing to be an event sponsor today! **100% of proceeds will be directly donated to Fit 4 The Cause.** Learn more about Fit 4 The Cause by visiting their website at <https://fit4thecause.org/>

Fit 4 The Cause is an IRS determined 501(c)(3) non-profit organization. FEIN: 46-5400388

LAAHU 2019 CHARITY 5K RUN/FUN WALK SPONSORSHIP OPPORTUNITIES

Standard Sponsor (UNLIMITED): \$450

- 10' x 10' booth
- Company logo on back of t-shirt (in order of sponsorship package)
- Company logo on advertisement banners (in order of sponsorship package)
- 4 FREE registrations
- Discounted registration for each additional attendee (\$15 each ages 18+)
- Giveaway item in swag bag (to be provided by sponsor)
- Provide educational information on company, products, health, etc. (if sponsor would like)

Silver Sponsor (limited to 3): \$750

- **Standard Sponsorship package PLUS:**
- Company logo displayed above and larger than Standard Sponsors on back of t-shirts
- Company logo displayed above and larger than Standard Sponsors on advertisement banners
- Company logo/name featured in e-mail blasts
- Company logo/name featured on registration website
- 1 ADDITIONAL FREE registration (total of 4 FREE registrations)

Gold Sponsor (limited to 2): \$1,000 ONLY 1 LEFT!!!

- **Standard and Silver Sponsorship packages PLUS:**
- Company logo displayed above and larger than Standard and Silver Sponsors on advertisement banners and back of t-shirts
- Company logo featured above and larger than Silver Sponsors on registration site and e-mail blasts
- Company logo featured at registration/check-in booths
- Booth located in central area of event gathering area (booth layout and location options will be provided to sponsor for their choosing if they would so like)
- 1 ADDITIONAL FREE registration (total of 5 FREE registrations)

Platinum Sponsor (limited to 1): \$1,5000

- **Standard, Silver, and Gold Sponsorship packages PLUS:**
- Company logo displayed above and larger than Standard, Silver, and Gold Sponsors on advertisement banners and back of t-shirt
- Company logo displayed above and larger than Silver and Gold sponsors on registration site and e-mail blasts
- Company logo featured at race start/finish line
- Booth located in premier area of event gathering area (booth layout and premier location options will be provided to sponsor for their choosing if they would so like)
- Special air time (short ad/commercial) featured on display monitors/screens at event
- Special shout out prior to beginning of race
- Discounted registration for each additional attendee of \$10 each ages 18+ (instead of \$15)

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Parking Signage Sponsor (limited to 1): \$250

- Company logo featured on parking direction/location signage for event
- Discounted registration (\$20 each ages 18+)

~~Water Stand Sponsor (limited to 1): \$250~~ **Unavailable**

- Company logo featured at halfway-point water stand
- Discounted registration (\$20 each ages 18+)

First Aid Sponsor (limited to 1): \$250

- Company logo displayed at medic tent
- Discounted registration (\$20 each ages 18+)

Bounce House Sponsor (limited to 1): \$300

- Company logo displayed at bounce house
- 1 FREE registration
- Discounted registration for each additional attendee (\$20 each ages 18+)

Race Bib Sponsor (limited to 1): \$500

- Company logo featured on race bibs
- 3 FREE registrations
- Discounted registration for each additional attendee (\$15 each ages 18+)
- Company logo displayed on back of t-shirt (with Standard Sponsors)
- Company logo included on advertisement banners (with Standard Sponsors)
- Giveaway item in swag bag (to be provided by sponsor)

Swag Bag Sponsor (limited to 1): \$500

- Company logo featured on swag bag
- 3 FREE registrations
- Discounted registration for each additional attendee (\$15 each ages 18+)
- Company logo displayed on back of t-shirt (with Standard Sponsors)
- Company logo displayed on advertisement banners (with Standard Sponsors)
- Giveaway item in swag bag (to be provided by sponsor)

Mile Marker Sponsor (limited to 3): \$500

- Company logo featured on a Mile Marker (3 Mile Markers available)
- 3 FREE registrations
- Discounted registration for each additional attendee (\$15 each ages 18+)
- Company logo displayed on back of t-shirt (with Standard Sponsors)
- Company logo included in advertisement banners (with Standard Sponsors)
- Giveaway item in swag bag (to be provided by sponsor)

ADDITIONAL SPONSORSHIP PACKAGES CONTINUED ON NEXT PAGE

Equipment Sponsor (limited to 1): advertisement and equipment fees waived 0 LEFT

- Company logo displayed at equipment rental booths/staging/locations
- Company logo displayed on back of t-shirt (with Standard Sponsors) and on advertisement banners (with Standard Sponsors)
- Company logo displayed at stage
- Giveaway item in swag bag if wanted (to be provided by sponsor, i.e. business cards, flyers, etc.)
- Special shout out prior to beginning of race
- 4 FREE registrations
- Discounted registration for each additional attendee (\$15 each ages 18+)

Food & Beverage Sponsors (limited to 3): booth and advertisement fees waived 0 LEFT

- Donated services and fruit, snacks (e.g. granola bars), water, coffee, juice, etc. at booth located at race start/finish area or near registration booth (TBD)
- Company logo displayed on back of t-shirt (with Standard Sponsors), and on advertisement banners (with Standard Sponsors), and on registration site
- Company logo displayed at booth
- Giveaway item in swag bag if wanted (to be provided by sponsor, i.e. business cards, flyers, etc.)
- Special shout out prior to beginning of race
- 4 FREE registrations
- Discounted registration for each additional attendee (\$15 each ages 18+)
- **May provide *some* products for sale for fee of \$150**

ADD-ON & SUPPORTING SPONSORSHIP OPPORTUNITIES

***These packages are available as “ADD-ON’s” (in addition to following Sponsorship Packages: Parking Signage, Water Stand, First Aid, Bounce House) or as “SUPPORTING” Sponsorships (no other Sponsorship package selected)

T-Shirt Sponsor: \$50 ADD-ON PACKAGE/\$100 SUPPORTING SPONSOR PACKAGE

- Company logo on back of t-shirt (below Standard Sponsors if Supporting Only, or with Standard Sponsors if Add-On package)

Banner Sponsors: \$50 ADD-ON PACKAGE/\$100 SUPPORTING SPONSOR PACKAGE

- Company logo on advertisement banners (below Standard Sponsors if Supporting Only, or with Standard Sponsors if Add-On package)

Advertisement Sponsor: \$100 ADD-ON PACKAGE/\$150 SUPPORTING SPONSOR PACKAGE

- Company logo on back of t-shirt (below Standard Sponsors if Supporting Only, or with Standard Sponsors if Add-On package)
- Company logo on advertisement banners (below Standard Sponsors if Supporting Only, or with Standard Sponsors if Add-On package)



LAAHU 2019 Charity 5k Run/Fun Walk Sponsorship Application

COMPANY/ENTITY FULL NAME: _____

YOUR NAME: _____

YOUR TITLE: _____

COMPANY/ENTITY FULL ADDRESS: _____

SPONSORSHIP PACKAGE(S) SELECTED: _____

TOTAL AMOUNT DUE: \$ _____

YOUR SIGNATURE: _____

DATE: _____

***PLEASE E-MAIL HIGH RESOLUTION LOGO TO: INFO@LAAHU.ORG**

*****PAYMENT INFORMATION ON NEXT PAGE*****



LAAHU 2019 Charity 5k Run/Fun Walk Sponsorship Application Payment Page

COMPANY/ENTITY NAME: _____

TOTAL FEES ENCLOSED: \$ _____

METHOD OF PAYMENT (Select One): Check VISA MasterCard AMEX

Card No.: _____ Exp. Date: _____

Name (as it appears on card): _____

Billing Address (if different from application page): _____

Signature: _____ **Date:** _____

Return pages 5 & 6 of this application/contract with your credit card information or check payable to:

Los Angeles Association of Health Underwriters

ATTN: Nathan Carlson

2520 Venture Oaks Way, Suite 150

Sacramento, California 95833

Phone: (800) 676-1628 • Fax: (916) 924-7323

www.laahu.org • Nathan@caladmanagement.com

A confirmation will be e-mailed to you.