

# Walnut Festival Run



**For Education**

**Sunday, September 11, 2011  
Walnut Creek**

Sponsorship Proposal



[www.WalnutFestivalRun.com](http://www.WalnutFestivalRun.com)



# Walnut Festival Run



## For Education

### Our Run Goals

The Walnut Festival Run is part of the 501(c)(3) Walnut Festival Association. The objective of the Run within this volunteer driven organization is to offer a community running event in downtown Walnut Creek and donate all proceeds to Walnut Creek schools.

### Our Run Is

A challenging 10k run

A vigorous 5k Run/Walk

A Kids Fun Run



### Our 2010 Event Success!

In 2010, with more than 1,000 participants, the Walnut Festival Run, with contribution from key sponsors and the Walnut Festival Association gave more than \$20,000 to local schools.



### Our Finish Line (above)

The mens winner in the 10k, Antonio Miramontes, finishes in 32:37



80 year old Nancy Wallace, being interviewed by event director, Jason Cooke, before running the 5k in 29:31.



## 2011 WALNUT FESTIVAL RUN SPONSORSHIPS

### **Sponsorship Opportunities**

Numerous Sponsorship Opportunities are available for the 2011 Walnut Festival Run, all of which ensure that Sponsors get maximum exposure for their contributions. In addition to the recognition listed below, publicity will feature Sponsors names on the Mile Markers, at the Warm-up and Instruction Areas and at the Race Registration Tables. Plus Sponsors will be recognized in ads in local papers, our website as well as our event page on Facebook and Twitter. Sponsorship checks must be received by September 1, 2011 to ensure recognition.

**The Walnut Festival is a 501(c)(3) foundation. Your contribution is tax deductible.**

### **Diamond Sponsor - \$5,000 (Overall Race Sponsor)**

- 2011 Walnut Festival Run, Presented by the Diamond Sponsor
- Name & Logo on all Race T-Shirts and all Race marketing materials
- 15 Complimentary Race T-Shirts and 15 Complimentary Race Entries
- Special Recognition at Race Start Line
- Name and Logo on Race Start Banner
- Beautiful recognition plaque

### **Platinum Sponsors - \$1,500**

- Name & Logo on all Race T-Shirts and all Race marketing materials
- 10 Complimentary Race T-Shirts and 10 Complimentary Race Entries
- Special Recognition at Race Start Line
- Name and Logo on Race Start Banner
- Beautiful recognition plaque

### **Gold Sponsors - \$500**

- Name & Logo on all Race T-Shirts
- 5 Complimentary Race T-Shirts and 5 Complimentary Race Entries
- Special Recognition at Race Start Line
- Beautiful recognition plaque

### **Friend Of 2011 Walnut Festival Run - \$200**

- Special Recognition at Race Start Line
- 1 Complimentary Race T-Shirt and 1 Complimentary Race Entry
- Sponsorship Certificate



## 2011 WALNUT FESTIVAL RUN RESPONSE FORM

I/We wish to participate as a Sponsor of the 2011 Walnut Festival Run, which provides funding to local schools. Please accept the pledge and/or contribution authorized below and provide recognition of my/our contribution as stated:

- \_\_\_\_\_ **Direct Contributor**
- \_\_\_\_\_ **Underwrite of Fixed Costs**
- \_\_\_\_\_ **Donation of Goods or Services**

I/We will participate in the 2011 Walnut Festival Run in the amount of:

- \_\_\_\_\_ **Diamond Sponsor** **\$5,000**
- \_\_\_\_\_ **Platinum Sponsors** **\$1,500**
- \_\_\_\_\_ **Gold Sponsors** **\$500**
- \_\_\_\_\_ **Friend Of 2011 WF Run** **\$200**

**Business or Individual Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**Primary Contact** \_\_\_\_\_

**Contact Telephone** \_\_\_\_\_

**Contact Email** \_\_\_\_\_

**Please make checks payable to:** Walnut Festival Association

**Walnut Festival Association**  
**PO Box 3408**  
**Walnut Creek, CA 94598**

Walnut Festival Association is a 501(c)(3) tax exempt organization. Federal Tax ID # 20-1858467

For additional information or questions, please contact Jason Cooke at 925-708-0626 or [Jason@walnutfestivalrun.com](mailto:Jason@walnutfestivalrun.com).