



Strengthening Communities Through Innovative Fundraising Since 1974.

Innovative Event Management Services

Executive Team:

Jose Luis Zavala, M.A., President & CEO,

Carlos Alfaro, B.S.
Vice President

Hector Barron, B.S., CFO

Founders

Carlos Alfaro
Jose Zavala

Endorsers

Aquarium of the Pacific
Molina Healthcare, Mario Molina ,
Council-Member, Michael Cacciotti
Upper San Gabriel Municipal Water
District,
Danny's Farm, Cathy and Jim Gott
Audubon Nature Center, at Debs Park
South Pasadena Festival of Balloons
Parade,
Always A Mom Foundation,
Charles Drew University, School of
Medicine & Science

Aztlan Athletics Events Associates,

Ron Gee, Elite Field Logistics
Ron Kurle, Event Timing Manager
Raul Esquivel, Entertainment Manager
Operations Director
Michael Christoff, Social Media and
Creative Design Manager
David Nava, Media Production &
Photography Associate
Jesus Zavala, Course Director & Event
Logistics
Catherine Landeros, Registration
Coordinator

The Event Management services are divided into four categories:

Standard, Prominent, Premium, and Customization.

Aztlan Events (Aztlan Athletics, LLC) is designed to adapt to your specific non-profit agency's needs and limitations at the specific stage of life. For the well established agencies, they may want to outsource a portion of their run/walk and/or wellness event. For others, they may see the value in outsourcing the entire operation, while holding-on to the marketing and payment processing.

We believe that in order for most non-profit agencies to survive current turbulent economic times, they have the option of using our bundling event management support services for long-term stability. It will free up their designated development team to focus on other more critical administrative and/or direct service programming issues. Some agencies do not have the money to hire a development team to build the much needed diverse fundraising portfolios. Also, we can help you to carefully plan on how to use grant dollars that can be used for outreach and/or employee wellness efforts.

In general, our team is adaptable and can provide your organization with the support it needs and results are seen in year one! We assign an experienced manager to guide the planning process, while identifying controllable variable costs and assessing resources that might be available to increase net proceeds.

We have a marketing platform like no other! It will give your organization exposure year-round in diverse regions of Southern California, while helping to increase your participation registration numbers.

Aztlan Events will closely work with you side by side to ensure every available resource & strategy within the package selected is fully utilized.

Our cost are significantly lower than our nearest competitor and we simply support those agencies that align to our mission of Social & Environmental justice. We will go the extra mile for you!



Strengthening Communities Through Innovative Fundraising Since 1974.

Event Management Packages

I. STANDARD SUPPORT PACKAGE 5/10K Run/Walk & Wellness Event (Up-to 300 runners) \$5,900.00. Cost of \$11.50 for each additional paid participant after 300 threshold.

- A. Course Management Support: running & traffic control on both public & Private streets. Includes all the needed signage & equipment.
- B. Finish-Line logistics: Set-up of 10Foot by 20Foot Truss System for installation of signage video & timing clocks
- C. Conventional Timing, including 1 timing clock
- D. Signage & Marketing at 10 events
- E. Canopies, table, stage (10x12) and Chairs (10 canopies, 12 tables, 50 chairs)
- F. Registration support. including on-line payment processing
- G. Orientation & Coordination of same-day volunteers
- H. Water stations
- I. T-shirt production (2 colors with image & high resolutions sponsors logos provided)
- J. Awards (tope 3 in each division-2" medal with 1.5 " ribbon-customized mylar)

Note: cost does not include course design, local city permits, required police costs (we can work minimizing these cost for you), which can be an additional \$1,500.00 to \$2,500.00, depending on the support from local community partners. Aztlan Athletics can also provide the needed consultation & event management support to secure these additional items and evolve your new event. Aztlan Events Management provides a co-venture opportunity where we operate & manage the event on a yearly basis by assigning a dedicated director to work closely with your designated team manager! This relationship is critical for the growth of the event.

II. PROMINENT SUPPORT PACKAGE 5/10K Run/Walk & Wellness Event (Up-to 500 runners) \$8,215.00. The cost of \$12.50 for each additional paid participant after 500 threshold. Same as STANDARD package above with the following additions:

- A. 200 additional runners/walkers included in the operational budget.
- B. Customize beneficiary signage on the course and at the staging area.
- C. 1 8Foot X 8Foot step-and-repeat banner, 3- 3x10 and 1 - 4x20 marketing banners.



AZTLAN EVENTS

Strengthening Communities Through Innovative Fundraising Since 1974.

- D. 100 Chairs & additional 10 tables
- E. 10 hours of event management consultation to secure city permits, provide volunteer orientation, etc.

III PREMIUM SUPPORT PACKAGE 5/10K Run/Walk & Wellness Event (Up-to 500 runners) \$11,900. The cost of \$13.50 for each additional paid participant after 500 threshold. This includes what is covered in STANDARD & PROMINENT package with the following additions:

- A. Co-Venture working agreement with at least 3 year commitment by Aztlan Athletics
- B. Year-round marketing support with goals set at 20% each year.
- C. All signage and stands needed at staging and awards area (maximum 500 square feet).
- D. On-line marketing and e-mail blast to 29,000 plus Aztlan Events participating members.
- E. Ongoing consultation & training of designated volunteers and agency staff.
- F. Design and provide course management plans which include first aid locations, water stations, mile markers, and traffic control equipment placement.
- G. Attend required meetings with police, fire, and public works department.
- H. Grassroots marketing in conjunction with designated beneficiary marketing team.
- I. IT & Web-hosting support, including design of event webpage.
- J. On-line registration processing and reporting (Registration Bull).
- K. Aztlan Events social media production team event video: Basic editing for use on website.
- L. Securing new sponsors: Our experienced sponsorship coordinators will work closely with your team to identify additional prospective sponsors with the goal of bringing in-kind or underwriting funds. The objective is to secure at least \$3,000.00 of sponsorship support in year 1 (with at least 8 months prior to the planned event).

Note: In the Premium Package, Aztlan Events is a full partner in the cultivation and growth of your run/walk and wellness event. You will receive 100% of the net proceeds from the event, aside from the low operational cost for each paid participant included above.



AZTLAN EVENTS

Strengthening Communities Through Innovative Fundraising Since 1974.

IV. CUSTOMIZATION & NEW EVENT BUILDING: We are experienced in building events for non-profit agencies, from scratch, since 1982.

Aztlan Events has founded several events for nationally recognized agencies including Aztlan Track Club (East Los Angeles, Nov. 1982), Danny's Farm (Pasadena 2009), Homeboy Industries (Los Angeles, California 2010), Los Angeles Mission- Mission Possible 5/10K Run/Walk (2013), and the Aquarium of the Pacific (July 2012), and Y The Run 5/10K (YMCA South Pasadena-San Marino).

We offer competitive professional consultation rates and our development team has an average of 25 years experience in the industry.

In general, we bill at a rate of \$85.00/ hour, which includes travel time. We offer a complimentary first "Exploratory Session" not to exceed 2 hours to help you determine if this run/walk and wellness fundraising model can be an asset to your agency.

V. STARTING THE PROCESS:

To start the process, our President & CEO, will have the first 30-45 minute telephone conference session to answer or clarify any questions you might have.