



We invite you to sponsor!

Given the truly unique, singular nature of this event, over 50,000 participants are expected throughout the day. The event's wide target audience will provide sponsors a special opportunity to connect with residents of all ages and backgrounds, from across the valley and region, who share an interest in health, well-being, sustainability and fun! Train Run ½ Marathon is the first ever point-to-point, run/walk and competitive event for all levels of ability.

EVENT OVERVIEW:

This family friendly event opens the streets to run, walk, play, bike and explore seven (7) San Gabriel Valley communities. Participants will have access to Festival Hubs with Live Entertainment, Beer Garden, Food Vendors and Fitness activations along the route.

DATE: Sunday March 5, 2017 from 9AM to 3PM

EVENT MISSION:

Golden Streets will bring together the San Gabriel Valley's richly diverse, multi-ethnic communities to celebrate the return of light rail to the region, offering the community a free, family-friendly opportunity to experience the Foothill Gold Line extension without a car. The event will also feature some of the region's eclectic community art, music, food, cultural, and business offerings.

EVENT GOALS:

1. Promote sustainable modes of transportation (walking, biking, public transit)
2. Encourage play, physical activity and fun
3. Raise awareness about the Gold Line Foothill Extension and Metro Rail
4. Educate the public about environmental and health issues
5. Improve public health of people of all incomes, abilities and backgrounds

ACTIVITY AND EVENT HUBS: Free fitness activations, vendor booths, live music, food trucks, professional performing artists, RAM Fan Fest and more will be found along the route!

- South Pasadena Station Hub *presented by 89.3 KPCC Southern California Public Radio*
- San Marino Hub | Stoneman Recreation Center
- LA County Hub | Michillinda Park
- Arcadia Station Square Hub *presented by the Foothill Gold Line Construction Authority*
- Monrovia Station Square Hub
- Duarte Hub *presented by KCRW*
- Irwindale Station Hub *presented by Kaiser Permanente*
- Downtown Azusa Hub *presented by the San Gabriel Mountains Forever*



Sponsorship Opportunities

Presenting \$50,000

- Company logo prominently displayed in all marketing literature and Point to Point Race Banners
- Logo prominently displayed at awards ceremony and main stage & presentation area
- Prominent display of logo on runner t-shirts, marketing material and on the event websites
- Exclusive sponsorship banners at the Expo along the route
- Acknowledgment in the local & regional newspaper, social and prominent booth space near awards area
- Logo displayed prominently at the start, finish, and on the course signage

Official Finish Line \$20,000

- Company logo prominently displayed at the "Official Finish Line" Banner
- Logo prominently displayed at awards ceremony and main stage & presentation area
- Company logo prominently displayed on runner t-shirts, marketing literature (posters & fliers) and on the event website (1/2 the size of presenting)
- Acknowledgment in the city's local newspaper and radio stations
- Prominent booth space near awards area
- Acknowledgment announcement before, during, and after awards ceremony
- Logo on all marketing materials

Official Race Bib Sponsor \$10,000

- Company logo prominently displayed on all the Race Bibs
- Special "Bib" Sponsor Banner (2x5) on the Finish Line
- Company logo prominently displayed at awards ceremony and presentation area
- Logo on event website and marketing material
- Sponsor/Vendor 10x10 booth space, 1 table and two chairs

Mile Marker & Water Station \$5,000

- Special "Mile Marker & Water Station" Sponsor Banner (2x5) displayed at each mile marker and water station
- Company logo prominently displayed on runner t-shirts
- Logo on event website and marketing material
- Sponsor/Vendor 10x10 booth space, 1 table and two chairs

Official Car, Hotel, Shoe, Medical Wellness Partner \$10,000

- Company logo prominently displayed on runner t-shirts and marketing material
- Sponsor/Vendor 10x10 booth, 1 table and two chairs
- Logo on event website with a hyperlink redirecting to your company website for coupons or promos

Exhibitor/Vendor Booth \$1,000

- Company logo prominently displayed on runner t-shirts
- Logo on event website and marketing material
- Sponsor/Vendor Booth space, **OR**, in exchange for \$500.00, minimum of 15 registered participants under the vendor/sponsor promotional code

Yes! I will sponsor the Train Run 1/2 Marathon and 5k Run/Walk

I will participate in the event as a:

- Presenting Official Finish Line Official Race Bib Sponsor Official Car, Hotel, Shoe, Medical Wellness Mile Marker-Water Station Exhibitor/Vendor Booth

Payment:

- Cash/check – Enclosed is my tax-deductible gift of \$_____, payable to **Aztlan Athletics**

In-Kind Product Donations:

Service(s) _____ Approximate Value: \$ _____

Gift Certificate(s) Enclosed Contact to arrange pick-up Value: \$ _____

Donated Item(s) _____ Approximate Value: \$ _____

Name as you would like to be acknowledged/listed: (personal name and/or company name):

Logo/Artwork:

Logos must be received by **February 19, 2017** to be included on the on-site acknowledgment banners, website and t-shirts. **We update the event website on a biweekly basis and will include your logo during our scheduled updates.** The preferred electronic format for the logos is **Illustrator** or a **Camera Ready file** sized as it is to be printed. Please complete the following information and forward this form to the address below. Send your logo via email to Bryan@aztlanathletics.org Please include "TrainRun Half Marathon Event Sponsor" on the subject line of the email.

Contact Name: _____ Title: _____

Phone Number: _____ Email: _____

Address: _____

City/State/Zip: _____ T-shirt Size: Adult S M L XL XXL

Aztlan Athletics- Train Run & 626 Golden Streets: 719 Mission St, South Pasadena, CA 91030

