Third Annual Foster the Future
5K/10k Run/Walk
January 13, 2018
The Journey House is the exclusive beneficiary for Foster The Future! Nationally, about 20,000 youth, aged 16 or older, make the transition from foster care to legal emancipation each year. Over 4,000 youth “age out” of California’s foster care system each year. The terms “aged out” or “emancipated” describe foster youth who are discharged from the foster care system when they attain a certain age. According to the Children’s Advocacy Institute, 65% of foster youth “age out” of the system without a place to live, less than 3% go to college, 51% are unemployed, and “aged out” females are 4 times more likely to receive public assistance than the general population. Proceeds from the race benefit Journey House, “whose sole purpose is to assist emancipated foster youth to meet their independent living needs.” You may find additional information about Journey House at www.journeyhouseyouth.org.
WE ARE CONNECTED BY
OUR PARTICIPANTS

Gender Breakdown
- Men (44%)
- Women (56%)

New vs. Returning
- Under 26 (21%)
- 26-35 (32%)
- 36-50 (38%)

Age Breakdown
- New (61%)
- Returning (39%)

Registration
- Online Registration (78%)
- In Person & On Site (22%)

Income Per Household
- $45,000 - $60,000 (19%)
- $60,001 - $75,000 (34%)
Join us at the event location on Saturday morning starting in August as we get ready for the Foster The Future run.

Saturday 6:30am – 9:00am.
AZTLAN ATHLETICS EVENTS

PRESENTING SPONSOR

$10,000 CONTRIBUTION

Choose More Race Packages and Save

- Official Start/Finish Banners
- Logo & Signage at Mile Markers
- Live PA Announcement
- Social Media Mentions
- Entertainment Stage Signage
- Gift Bag Logo
- Complimentary 20x20 booth
- Main Stage Logo
- Corporate Banners on Race Course
- Official Start/Finish Banners
- Complimentary Race Entries
- Opening Ceremony MC
- Logo & Signage at Mile Markers
- Live PA Announcement (5 Per Event)
- Social Media Mentions
- Complimentary Race Entries (20)

- Yearlong Recognition on Race Sponsor Page
- Name/Logo on Race Participant Pages
- Social Media (April – Oct) Facebook
- Social Media (April – Oct) Instagram
- Social Media (April – Oct) Snapchat
- Name/Logo printed on Race Posters
- Inclusion in press release & media alerts
- Name/Logo printed on registration form
- Name/Logo on Race bib
- Name/Logo on T-Shirt

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AZTLAN ATHLETICS EVENTS

PLATINUM SPONSOR

$7,500 CONTRIBUTION

- Social Media Mentions
- Opening Ceremony MC
- Logo & Signage at Mile Markers
- Live PA Announcement
- Social Media Mentions
- Entertainment Stage Signage
- Gift Bag Logo
- Complimentary 20x20 booth
- Main Stage Logo
- Complimentary Race Entries
- Yearlong Recognition on Race Sponsor Page
- Name/Logo on Race Participant Pages
- Social Media (April – Oct) Facebook
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- Name/Logo printed on Race Posters
- Inclusion in press release & media alerts
- Name/Logo printed on registration form
- Name/Logo on Race bib
- Name/Logo on T-Shirt

Event Director: Jose Zavala
Cell: (626)755-8489
Email: info@AztlanAthletics.org
Web: www.AztlanAthletics.org

Co-Event Director: Ryan Smith
Cell: (818)438-1599
Email: fosterthefuturerun@gmail.com
Web: www.fosterthefuturerun.com

Aztlan Athletics/Foster the Future Run
12100 Valley Spring Lane, #304
Studio City, CA 91604
AZTLAN ATHLETICS EVENTS

DIAMOND SPONSOR

$5,000 CONTRIBUTION

- Gift Bag Logo
- Logo & Signage at Mile Markers
- Live PA Announcement
- Social Media Mentions
- Entertainment Stage Signage
- Complimentary 10x10 booth
- Logo & Signage at Mile Markers
- Social Media Mentions
- Complimentary Race Entries
- Name/Logo on Race Participant Pages
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- Social Media (April – Oct) Instagram
- Social Media (April – Oct) Snapchat
- Name/Logo printed on Race Posters
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AZTLAN ATHLETICS EVENTS

GOLD SPONSOR

$3,500 CONTRIBUTION

- Live PA Announcement
- Social Media Mentions
- Entertainment Stage Signage
- Gift Bag Logo
- Complimentary 10x10 booth
- Main Stage Logo
- Complimentary Race Entries
- Name/Logo on Race Participant Pages
- Social Media (April – Oct) Facebook
- Social Media (April – Oct) Instagram
- Social Media (April – Oct) Snapchat
- Name/Logo printed on Race Posters
- Inclusion in press release & media alerts
- Name/Logo on T-Shirt

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RACE DAY SPONSORSHIPS

WATER STATION SPONSOR $1,000 for one station  
RACE BIB SPONSOR $2,500  
EXHIBITOR BOOTH $250

RACE T-SHIRT SLEEVE $1,500 per event  
WHOLE HEALTH PAVILION $3,000  
VENDOR BOOTH $500
AZTLAN ATHLETICS EVENTS

IN - KIND SPONSORSHIPS

By helping us underwrite race production costs, your in-kind contribution ensures that we can maximize proceeds that are endorse by our foundation.

- Photography
- Prizes for Race Teams & Race Fundraisers
- Runner Gifts
- Wellness Expo Decorations
- Food and Beverage
- Graphic Design

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Business name or how you would like to be listed: _______________________________

Contact Name: _______________________________ Phone #: ___________

Address: __________________________________________________________________________

City: _____________________________ Zip Code: __________

Email: ______________________________ Fax#: __________

SPONSORSHIP LEVEL

Presenting $_________ Platinum $_________ Diamond $_________ Gold $_________

Exhibitor $_______ Race Bib $_______ Water Station $_______ T-Shirt $_________

Whole Health Pavilion $_______ Vendor Booth $_______ In-Kind Donation Type _______

Note: Your company logo must be sent not later than 2 weeks prior to the event in order to include on the acknowledgment print media, commemorative t-shirt, etc. We will produce print media and distribute to the community started 16 weeks before the event date primarily installing posters and including fliers in the event swag.

Note: Please send you Ai or Camera Ready Logo to info@aztlanathletics.Org

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