

Sponsorship Package

28th Annual



2009 Corona del Mar Scenic 5K Saturday, June 6, 2009

Presented by
Corona del Mar Chamber of Commerce and
The City of Newport Beach Recreation & Senior Services



Corona del Mar
Chamber of Commerce
2855 East Coast Hwy #101
Corona del Mar, CA
Tel: 949.673.4050
Fax: 949.673.3940



City of Newport Beach
Recreation & Senior Services
3300 Newport Blvd
Newport Beach, CA
Tel: 949.644.3151
Fax: 949.644.3155

2009 Corona del Mar 5K



Dear Prospective Sponsor,

For the past 28 years, businesses like yours have given back to our community by becoming sponsors of the Corona del Mar Scenic 5k Race. This will be the 28th Anniversary of this fabulous community event.

This highly publicized signature event provides a meaningful investment for sponsorship participants. Over 3,500 participants, from professional runners to aspiring athletes and young children are expected for the 28th Annual Corona del Mar Scenic 5K Race on Saturday, June 6, 2009. This year's event will include separate races for men and women, 2 Mile Celebration Walk and a 1K "Dolphin Dash" for children, encouraging family participation. All proceeds assist in funding youth programs sponsored by the City of Newport Beach Recreation and Senior Services Department and the Corona del Mar Chamber of Commerce.

We invite you to take advantage of this exceptional advertising and promotional opportunity as a sponsorship participant. Expose your business in newspaper & media advertising, reaching over 20,000 recipients through direct mail collateral materials, T-shirts, banners, vendor spaces and much more. We have provided details of all your sponsorship benefits in this packet and hope you join us for this worthwhile community event.

Please submit the enclosed Sponsorship Letter of Agreement prior to Tuesday, February 20, 2009 to be included in all promotional material.

If you have any questions or would like more information, please contact Linda Leonhard at the Corona del Mar Chamber office at (949) 673-4050 or Janet Cates at the City of Newport Beach (949) 644-3154. We look forward to working with you on the 2009 Corona del Mar Scenic 5K Race. In advance, thank you for your support.

Sincerely,

A handwritten signature in black ink that reads "Jim Digrado".

Jim Digrado
Chairman 2009 Race

Event Sponsorship Levels

2009 Corona del Mar 5K

Sponsor Benefits	Presenting Sponsor \$10,000	Corporate Sponsor \$5,000	Associate Sponsor \$2,500	Contributing Sponsor \$1,500	Supporting Sponsor \$750
Sponsor Benefits	*Exclusive Level Sponsorship offers the highest degree of promotional exposure.	*Second Level Sponsorship is featured just below the Presenting Level in descending size & order.	*Third Level Sponsorship descends in size & order from previous level and offers an outstanding mid-level value.	*Fourth Level Sponsorship descends in size & order from previous level and offers excellent lower level promotional exposure.	*Fifth Level Sponsorship offers Event Day Exposure.
*Print Advertising Features your logo on newspaper & publication ads reaching thousands throughout Orange County.	Featured	√	√		
*Press Releases Features your business on all distribution.	Featured				
*Direct Mail Features your logo to over 10,000 local recipients.	Featured	√	√		
*Event Entry Brochure Features your logo to over 20,000 recipients.	Front Cover Exclusivity	√	√	√	
*Website Features your logo on the City of NB & Chamber Race sites.	Featured	√	√	√	
*Event Posters Features your company on collector Event Posters distributed throughout the city.	Logo Exclusivity	√	√		
*Event T-shirts Features your logo on Collectable Event T-Shirts	Featured	√	√	√	√
*Race Bibs Features your logo on over 5,000 collectable race bibs.	Featured	√			
*Event Banner Features your logo on Race Day Stage.	Featured	√			
*Exhibit Space Receive an exhibit space on event day.	20ft Featured Location	√	√	√	√

2009 Corona del Mar 5K

Proceeds go to support youth programs sponsored by the City of Newport Beach Recreation & Senior Services and the Corona del Mar Chamber Community Event Programs.



Sponsor Opportunities

1. Top billing on all advertising
2. Recognition on all media promotions
3. Sponsor name or logo on race T-shirt
4. Logo on race bib
5. Sponsor name or logo on promotional brochure
6. Named as Presenting sponsor in Newport Navigator (quarterly brochure distribution 52,000)
7. Sponsor logo featured on commemorative poster
8. Complimentary framed race art poster
9. Sponsor logo on advertising poster
10. Sponsor logo on direct mail piece
11. Ten complimentary race entries (includes race T-shirt)
12. Company promotional table at race
13. Logo on City and Chamber Websites
14. Exclusive invitation to post race VIP party
15. Logo on event day banner
16. First Right's of Refusal for next year

Sponsorship: \$10,000

Please complete the *Race Sponsorship Letter of Agreement* the last page of the packet.

2009 Corona del Mar 5K



Sponsor Opportunities

1. Recognition on media promotions
2. Sponsor name/logo on promotional brochure
3. Sponsor name on advertising poster
4. Complimentary framed race art poster
5. Sponsor logo on race T-shirt (to be sized by sponsor level)
6. Logo on race bib
7. Sponsor logo on direct mail piece
8. Company promotional table at race
9. Four complimentary race entries (includes race T-shirt)
10. Logo on City and Chamber Websites
11. Exclusive invitation to post race VIP party

Sponsorship: \$5,000

Please complete the *Race Sponsorship Letter of Agreement*
the last page of the packet.

*Proceeds go to support
youth programs sponsored by
the City of Newport Beach
Recreation & Senior Services and
the Corona del Mar Chamber
Community Event Programs.*

2009 Corona del Mar 5K



Sponsor Opportunities

1. Sponsor name/logo in print advertisement
2. Sponsor name/logo on event t-shirt
3. Sponsor name/logo in promotional brochure
4. Complimentary framed race art poster
5. Sponsor name on advertising poster
6. Company promotional table at race
7. Display your banner on race day
8. Exclusive invitation to post race VIP party

Sponsorship: \$2,500

Please complete the *Race Sponsorship Letter of Agreement* the last page of the packet.

The proceeds go to support youth programs sponsored by the City of Newport Beach Recreation & Senior Services and the Corona del Mar Chamber Community Event Programs.

2009 Corona del Mar 5K



Sponsor Opportunities

1. Sponsor logo on race T-shirt (to be sized by sponsor level)
2. Sponsor name or logo on promotional brochure
3. Display your banner on race day
4. Sponsor recognition on City and Chamber websites
5. Complimentary framed race art poster
6. Company promotional exhibit space on race day.
7. Exclusive invitation to post race VIP party

Sponsorship: \$1,500

Please complete the *Race Sponsorship Letter of Agreement* the last page of the packet.

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2009 Corona del Mar 5K



Sponsor Opportunities

1. Sponsor name or logo on commemorative T-shirt
2. Display your banner on race day
3. Company promotional table at race

Sponsorship: \$750

Please complete the *Race Sponsorship Letter of Agreement* the last page of the packet.

Proceeds go to support youth programs sponsored by the City of Newport Beach Recreation & Senior Services and the Corona del Mar Chamber Community Event Programs.

Special Thanks to our 2008 Sponsors

2009 Corona del Mar 5K

Presenting Sponsor



Corporate Sponsor



Associate Sponsors



MARINERS ESCROW



Contributing Sponsors



Supporting Sponsors



In-Kind Sponsors



Proceeds go to support youth programs sponsored by the City of Newport Beach Recreation & Senior Services and the Corona del Mar Chamber Community Event Programs.



2009 Corona del Mar 5K

Company name: _____
agrees to provide a financial sponsorship for the 28th Annual Corona del Mar Scenic 5K and 2 Mile Celebration Walk on Saturday, June 6, 2009. As a sponsor, I understand that I will receive the applicable sponsorship opportunities described in this packet. I further understand that these opportunities will not be valid until this agreement is signed and my check has been issued to and accepted by the City of Newport Beach. As a sponsor, I agree to provide digital art work for all promotional advertising. Payment for sponsorship is non-refundable.

Please check appropriate sponsorship

_____ Presenting Sponsor: \$10,000

_____ Corporate Sponsor: \$5,000

_____ Associate Sponsor: \$2,500

_____ Contributing Sponsor: \$1,500

_____ Supporting Sponsor: \$750

Sponsor Name _____

Address _____

City _____ Zip Code _____

Representative Name _____

Email _____

Phone Number/Fax _____

Sponsor Signature _____ Date _____

Please send this completed agreement with check made payable to:

City of Newport Beach

Attn: CdM 5K 3300 Newport Boulevard

Newport Beach, CA 92663 or fax: (949)673-3940

Investment Payment and Reservations

_____ A check payable to the City of Newport Beach is attached.

_____ I will be sending a check payable to the City of Newport Beach.

_____ I would like to pay by VISA/Master Card.

Card# _____ Exp. date _____

Name on Card _____

Proceeds go to support youth programs sponsored by the City of Newport Beach Recreation & Senior Services and the Corona del Mar Chamber Community Event Programs.

**Return fax to (949)673-3940
and we will send a confirmation within 72 hours.**