

# Sponsorship Package

Expose your business in newspaper & media advertising, reaching over 40,000 recipients  
**A Race of Opportunity**

2018 CORONA del MAR SCENIC 5K



37th Annual

**Corona del Mar Scenic 5k**

**Saturday, June 2, 2018**

Brought to You By



Corona del Mar Chamber

**CORONA DEL MAR CHAMBER OF COMMERCE**  
2855 East Coast Hwy #101, Corona del Mar, CA 92625  
Tel: 949.673.4050 / Fax: 949.673.3940  
Admin@CdmChamber.com

Supporting Sponsor



City of Newport Beach

# Sponsorship Letter

Expose your business in newspaper & media advertising, reaching over 40,000 recipients



## Dear Prospective Sponsor,

For over 36 years, businesses like yours have received promotional marketing exposure and have given back to the community by becoming sponsors of the Corona del Mar Scenic 5K Race. We are proud to announce that this year marks the events 37th Anniversary!

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 **37th Annual Corona del Mar Scenic 5k Race on Saturday, June 2, 2018.** 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.

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 40,000 recipients through direct mail and printed collateral items, T-shirts, banners, exhibit 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 March 1st, 2018 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 of Commerce office at (949) 673-4050 or [Linda@cdmchamber.com](mailto:Linda@cdmchamber.com). Follow us and watch how we promote our sponsors at [Facebook.com/cdm scenic5K](https://www.facebook.com/cdm scenic5K) & [Twitter.com/CdmScenic5K](https://twitter.com/CdmScenic5K)

We look forward to working with you on the 2018 Corona del Mar Scenic 5K Race.

Sincerely,

*Linda Leonhard*

**Linda Leonhard**  
President  
Corona del Mar Chamber of Commerce

*Jim Digrado*

**Jim Digrado**  
Chairman 2018 Race  
Corona del Mar Chamber of Commerce

2018 CORONA del MAR SCENIC 5K

# Event Sponsorship Levels

	PRESENTING SPONSOR \$20,000	CORPORATE SPONSOR \$15,000	ASSOCIATE SPONSOR \$10,000	CONTRIBUTING SPONSOR \$5,000	SUPPORTING SPONSOR \$2,000
Sponsor Benefits	<b>*Exclusive Level</b> Sponsorship offers the highest degree of promotional exposure.	<b>*Second Level</b> Sponsorship is featured just below the Presenting Level in descending size & order.	<b>*Third Level</b> Sponsorship descends in size & order from previous level and offers an outstanding mid-level value.	<b>*Fourth Level</b> Sponsorship descends in size & order from previous level and offers excellent promotional exposure.	<b>*Fifth Level</b> Sponsorship offers Event Day and Value-Added Exposure.
<b>*Print Advertising</b> Features your logo on newspaper & publication ads reaching thousands throughout Orange County.	Featured	✓	✓	✓	
<b>*Press Releases</b> Features your business on all distribution	Featured				
<b>*Direct Mail</b> Features your logo to over 20,000 local recipients.	Featured	✓	✓		
<b>*Event Entry Brochure</b> Features your logo to over 20,000 recipients.	Front Cover Exclusivity	✓	✓	✓	✓
<b>*Website</b> Features your logo on Cdm Chamber site & Social Media posts.	Featured	✓	✓	✓	✓
<b>*Event Posters</b> Features your company on collector Event Posters distributed throughout the city.	Featured Logo Exclusivity	Logo Recognition	Logo Recognition	Name Recognition	
<b>*Event T-shirts</b> Features your logo on Collectable Event Tshirts	Featured Exclusively on Front	✓	✓	✓	✓
<b>*Race Bibs</b> Features your logo on over 5,000 collectable race bibs.	Featured	✓			
<b>*Event Banner</b> Features your logo on Race Day Stage & Start Line	Featured	✓			
<b>*Exhibit Space</b> Receive an exhibit space on event day with 20ft Banner	20ft Featured Location	✓	✓	✓	✓
<b>Complimentary Race Entries</b>	25	15	10	5	0

# Presenting Sponsor

## 2018 CORONA del MAR SCENIC 5K



### Presenting Sponsor Opportunities

1. Top billing on all advertising
2. Featured recognition on all media promotions
3. Sponsor logo featured on direct mail piece
4. Sponsor logo featured in Newspaper Ads
5. Featured sponsor name or logo on race T-shirt
6. Logo featured on race bib
7. Sponsor name or logo featured on promotional brochure
8. Sponsor logo featured on commemorative poster
9. Complimentary framed race art poster
10. Sponsor logo featured on advertising posters
11. 25 complimentary race entries (includes race T-shirt)
12. 20 ft. exhibit space in prime location at race with 20ft banner
13. Sponsor logo featured on Chamber of Commerce websites and social media page postings
14. Sponsor logo featured at start-line on 20 ft event day banner
15. Opening Ceremony exposure and participation and Award Ceremony speech.
16. Emcee Script Announcement as Presenting Sponsor throughout the duration of event.
17. First Right of Refusal for next year

### Presenting Sponsorship \$20,000

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

**Return fax to 949.673.3940 or scan/email to [admin@cdmchamber.com](mailto:admin@cdmchamber.com)**

**Return agreement on back page by March 1st, 2018  
and we will send a confirmation within 72 hours**



# Corporate Sponsor

## 2018 CORONA del MAR SCENIC 5K



### Corporate Sponsor Opportunities

(Listed directly below Presenting Sponsor)

1. Recognition on all 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. Exhibit space in prime location at race
9. Fifteen complimentary race entries (includes race T-shirt)
10. Sponsor logo featured on Chamber of Commerce websites and social media page postings
11. Race Pre-registration meet and greet opportunity (Day before Race—June 2nd)
12. Emcee Script read announcing your company sponsorship throughout event
13. First Rights for refusal at this level for next year and first rights to Presenting Level when available.

### Corporate Sponsorship: \$15,000

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

Return fax to 949.673.3940 or scan/email to [admin@cdmchamber.com](mailto:admin@cdmchamber.com)

Return agreement on back page by March 1st, 2018  
and we will send a confirmation within 72 hours

# Associate Sponsor

## 2018 CORONA del MAR SCENIC 5K



### Associate Sponsor Opportunities

(In descending order directly below Corporate Level)

1. Sponsor name/logo on all print advertising.
2. Sponsor name/logo on event t-shirt
3. Sponsor name/logo in promotional brochure
4. Complimentary framed race art memorabilia with your logo
5. Sponsor name on advertising poster
6. Company promotional exhibit space at race
7. Display your banner on race day
8. Sponsor logo featured on Chamber of Commerce websites and social media page postings
9. Emcee Script read announcing your company sponsorship throughout event.
10. Ten complimentary race entries (includes race T-shirt)

### Associate Sponsorship: \$10, 000

Please complete the Race Sponsorship Letter of Agreement on the last page of the packet

**Return fax to 949.673.3940 or scan/email to [admin@cdmchamber.com](mailto:admin@cdmchamber.com)**

**Return agreement on back page by March 1st, 2018  
and we will send a confirmation within 72 hours**



# Contributing Sponsor

## 2018 CORONA del MAR SCENIC 5K



### Contributing Sponsor Opportunities

(In descending order directly below Associate Level)

1. Sponsor name or logo on promotional brochure
2. Sponsor logo on race T-shirt
3. Display your banner on race day
4. Sponsor logo recognized on Chamber of Commerce websites and social media page postings
5. Complimentary framed race art memorabilia with your logo
6. Company promotional exhibit space on race day.
7. 5 complimentary race entries (includes race T-shirt)

### Contributing Sponsorship: \$5,000

Please complete the Race Sponsorship Letter of Agreement on the last page of the packet

Return fax to 949.673.3940 or scan/email to [admin@cdmchamber.com](mailto:admin@cdmchamber.com)

Return agreement on back page by March 1st, 2018  
and we will send a confirmation within 72 hours

# Supporting Sponsor

## 2018 CORONA del MAR SCENIC 5K



### Race Day Sponsor Opportunities

(In descending order directly below Contributing Level)

1. Sponsor name or logo on promotional brochure
2. Sponsor name or logo on commemorative T-shirt
3. Display your banners on race day
4. Company promotional 10x10 exhibit space in prime location at race.

### Race Day Sponsorship: \$2,000

Please complete the Race Sponsorship Letter of Agreement on the last page of the packet

Return fax to 949.673.3940 or scan/email to [admin@cdmchamber.com](mailto:admin@cdmchamber.com)

Return agreement on back page by March 1st, 2018  
and we will send a confirmation within 72 hours



# Special Thanks to Last Year Race Sponsors

## 2018 CORONA del MAR SCENIC 5K

### Presenting Sponsor



A member of the  
St. Joseph Hoag Health alliance

### Corporate Sponsor

**casey**lesher



Sotheby's  
INTERNATIONAL REALTY

### City Sponsor



### Media Sponsor



### Contributing Sponsor



MARINERS ESCROW



### Supporting Sponsors



# Race Sponsorship

## Letter of Agreement



Company Name: \_\_\_\_\_ agrees to provide a financial sponsorship for the 37th Annual Corona del Mar Scenic 5K and 2 Mile Celebration Walk to be held on Saturday, June 2, 2018. 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 Corona del Mar Chamber of Commerce. As a sponsor, I agree to provide digital logo art work for all promotional advertising. Payment for sponsorship is non-refundable.

Please check appropriate sponsorship level

- ☐ Presenting Sponsor: \$20,000
- ☐ Corporate Sponsor: \$15,000
- ☐ Associate Sponsor: \$10,000
- ☐ Contributing Sponsor: \$5,000
- ☐ Supporting Sponsor: \$2,000

Sponsor Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip Code \_\_\_\_\_

Representative Name \_\_\_\_\_

Email \_\_\_\_\_

Phone Number/Fax \_\_\_\_\_

Sponsor Signature \_\_\_\_\_ Date \_\_\_\_\_

**Please send this completed agreement with check by **March 1st, 2018** made payable to:**

Corona del Mar Chamber of Commerce

2855 E. Coast Hwy, Suite #101

Corona del Mar, CA 92625 or fax: 949.673.3940 or Admin@cdmchamber.com

### Investment Payment and Reservations

- ☐ A check payable to the Cdm Chamber of Commerce is attached.
- ☐ I will be sending a check payable to the Cdm Chamber of Commerce.
- ☐ VISA/Master Card

Name on Card \_\_\_\_\_

Card# \_\_\_\_\_ Exp. date \_\_\_\_\_

**Return fax to 949.673.3940 or scan/email to admin@cdmchamber.com**

**Return by March 1st, and we will send a confirmation within 72 hours**

2018 CORONA del MAR SCENIC 5K