

2011 Race Sponsorship Opportunity



July 10, 2011 Norbuck Park
White Rock Lake

**100 % of
Sponsorship Funds
go to College
Scholarships**

Richardsoncentralrotary.com





COMING TO NORBUCK PARK
JULY 10, 2011



Celebrating 15 Years of Beating the Summer Heat!

The marquee summer time race in Dallas is the Too Hot To Handle 15K and 5K at Norbuck Park on White Rock Lake. Runners come by the thousands to celebrate summer by running one of two separate courses hugging the shoreline of white rock lake...all followed by great food and cold drinks.

Voted as the event with the “Best Swag” by readers of Competitor Magazine in 2009, runners always look forward to New Balance technical race shirts and custom race give-aways. Cooling fans, cold beer, great music and fun energy... this is the high point on the Summer Running Calendar.

2010 Witnessed a Record Crowd

Voted Competitor Magazine’s 2010 **“BEST RUNNING RACE IN DALLAS”**

Over 2800 Runners

Over 20 Race Day Sponsor Booths

A Total of 11 Staffed Water & Powerade Stops on the Courses

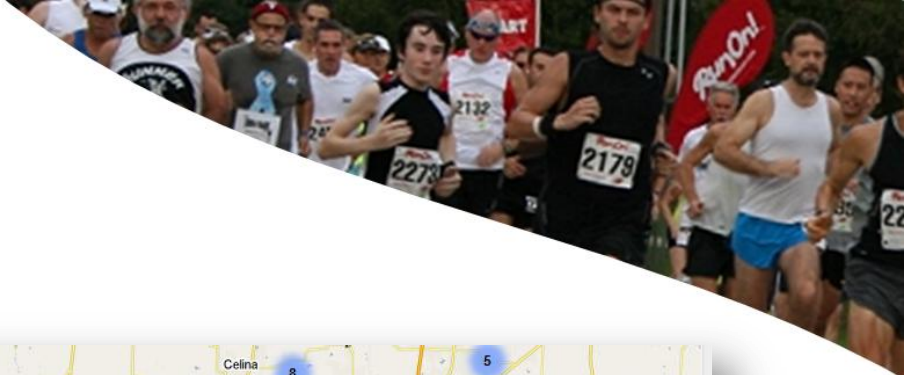
Live DJ and Numerous Prizes and Give-Aways

\$3500 in Race Proceeds given to PAL

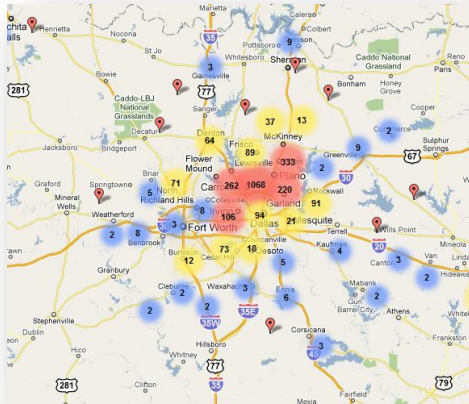




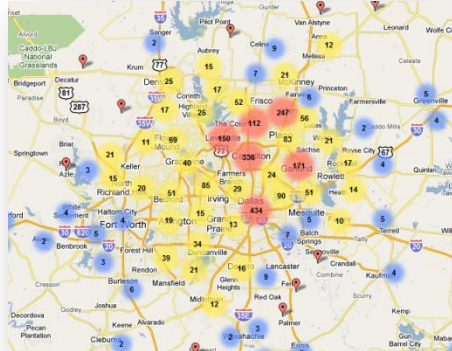
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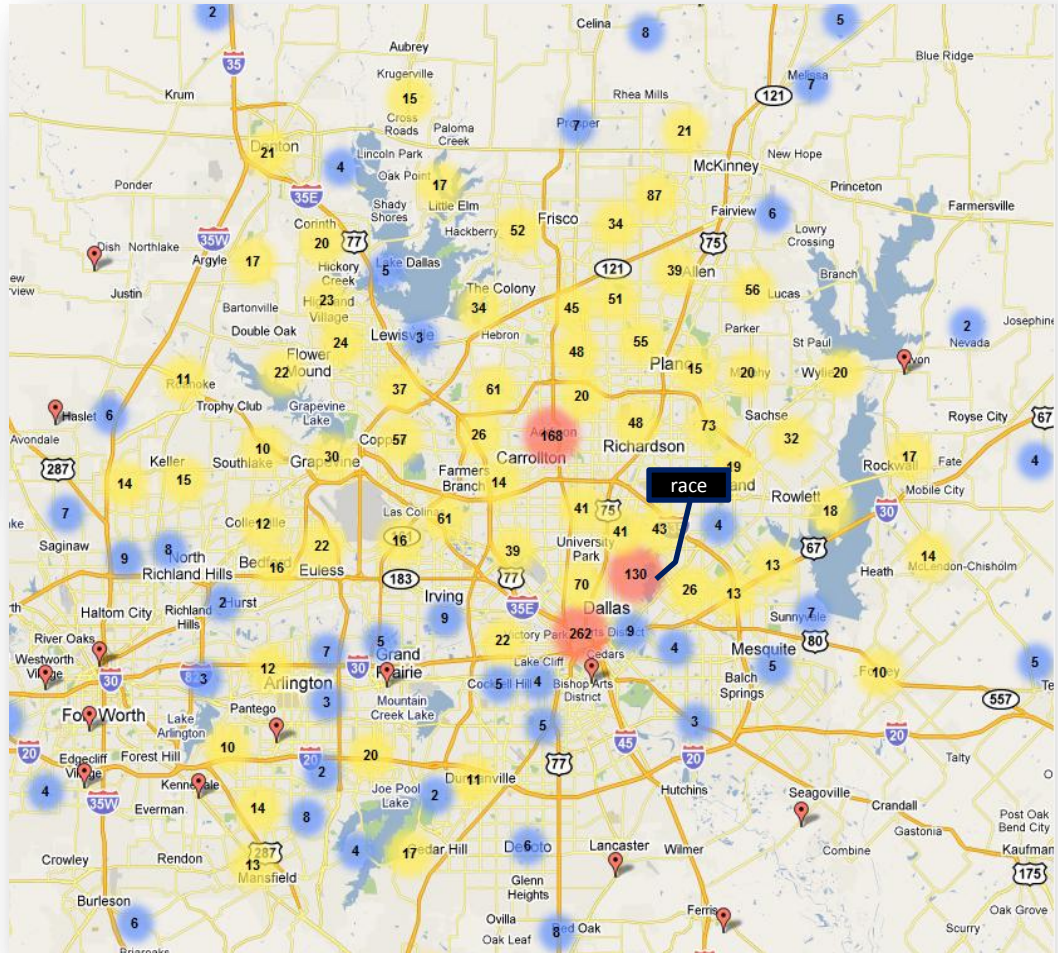
2010 Runner Zip Codes



50km/inch

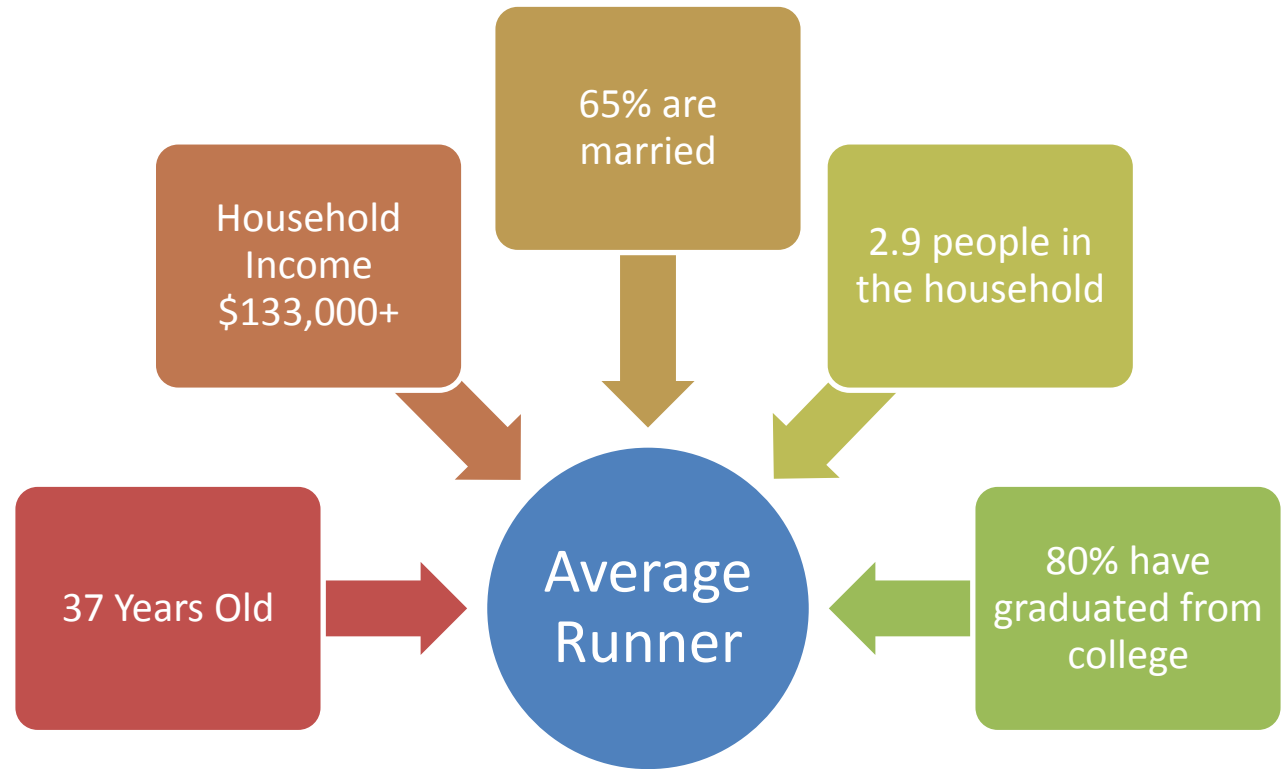


20km/inch



10km/inch

Getting to Know the Average Metroplex Runner



TITLE Sponsor Package - \$10,000

FEATURES



Title Sponsorship Recognition

- We will add your company name as the Title Sponsor to the race logo anytime it is presented



Shirt Graphics

- Inclusion of Company Name on Shirt Front
- Large Top Level Logo on Shirt Back



Race Website Exposure

- Title Sponsor Recognition
- Hyperlinks to Your Site



Packet Stuffing Opportunity

- Add a coupon or brochure to the race packets for runners to see



E-Blast and Print Advertising

- You'll be included in every Race eBlast to Run On!'s 70,000 runner database
- Top Level Inclusion in all Print Advertising



RACE DAY PERKS



Start The Race!

- Be our honorary starter!



Race Day Tent Space

- 20 x 20 Space...400sq ft!
- Must Provide Own Tent



Race Day Announcements

- Includes 2 trips to the mic!
- Speak to the runners about your involvement and company!



Race Day Banner Space

- Located at Start/Finish and near Announcement Area/Stage!



20 Free Race Entries

- Foster relationships with business partners and clients
- Share with your employees!

PLATINUM Sponsor Package - \$5,000

FEATURES



“Sponsored By” Recognition

- The race will be “Sponsored By” your company



Shirt Graphics

- Large Top Level Logo on Shirt Back



Race Website Exposure

- Large Logo Listed on Website
- Hyperlinks to Your Site



Packet Stuffing Opportunity

- Add a coupon or brochure to the race packets for runners to see



E-Blast and Print Advertising

- You'll be included in every Race eBlast to Run On!'s 70,000 runner database
- Inclusion in all Print Advertising



RACE DAY PERKS



Race Day Tent Space

- 10 x 20 Space...200sq ft!
- Must Provide Own Tent



Race Day Announcements

- Includes 1 trip to the mic!
- Speak to the runners about your involvement and company!



Race Day Banner Space

- Located at the Announcement Area/Stage!



10 Free Race Entries

- Foster relationships with business partners and clients
- Share with your employees!

GOLD Sponsor Package - \$1,000

FEATURES



Shirt Graphics

- Medium Logo on Shirt Back



Race Website Exposure

- Logo Listed on Website
- Hyperlinks to Your Site



Packet Stuffing Opportunity

- Add a coupon or brochure to the race packets for runners to see



Race Day Announcements

- 4 mentions by Event Emcee



RACE DAY PERKS



Race Day Tent Space

- 10 x 10 Space
- Must Provide Own Tent



Race Day Banner Space

- Banner Space Around Venue



10 Free Race Entries

- Foster relationships with business partners and clients
- Share with your employees!

SILVER & BRONZE Sponsor Packages

SILVER - \$500



Shirt Graphics

- Logo on Shirt Back



Race Website Exposure

- Name Listed on Website
- Hyperlinks to Your Site



Race Day Tent Space

- 10 x 10 Space
- Must Provide Own Tent



Race Day Announcements

- 2 Mentions by the Event Emcee



5 Free Race Entries

- Foster relationships with business partners and clients
- Share with your employees!



BRONZE - \$250



Shirt Graphics

- Company Name on Shirt Back



Race Website Exposure

- Name Listed on Website



Race Day Tent Space

- 10 x 10 Space
- Must Provide Own Tent



Race Day Announcements

- 2 Mentions by the Event Emcee

Partner With Us!

This sponsorship agreement is made between the race owner and the following:

Company Name: _____

Contact Name: _____ Phone Number: _____

Address: _____

City, State, Zip: _____

Fax Number: _____ E-Mail: _____

Please check appropriate level of sponsorship:

_____	\$10,000	<u>TITLE Sponsor</u>
_____	\$5,000	<u>PLATINUM Level Sponsor</u>
_____	\$1,000	<u>GOLD Level Sponsor</u>
_____	\$500	<u>SILVER Level Sponsor</u>
_____	\$250	<u>BRONZE Level Sponsor</u>
_____	<u>Donation</u> (Please describe): _____	

Make Check Payable to : **Richardson Central Rotary Scholarship Fund** - www.RCROTARY.om

Race Owner

By (Signature): _____

Title: _____

Date: _____

Sponsor

By (Signature): _____

Title: _____

Date: _____

ALL SPONSORSHIP MONIES, LOGOS AND REQUESTED COMPANY ITEMS ARE TO BE RECEIVED BY THE RACE OWNER/BENEFICIARY BY 6/24 OR SPONSOR BENEFITS CANNOT BE GUARANTEED.

<http://www.runontexas.com/Races/TooHot2010/toohotinfo.htm>

Mark Yanez:Treasurer

214-325-6423, Mark.Yanez@edwardjones.com

Kent Stone: President 2010-11, 972-861-9706, president@richardsoncentralrotary.com



SPONSOR VILLAGE



CUSTOM RACE GEAR



WITH SPONSORS' LOGO

<http://www.runontexas.com/Races/TooHot2010/toohotinfo.htm>