



## Sponsorship Proposal and Agreement

**About us and our event** – Our mission and passion is to provide a fun environment with short distance (5k and 10k) trail racing to help ease new runners into the trail running and racing world and give experienced and advanced runners a way to challenge themselves.

From March 2008 to December 2010, Breakout Racing put on 22 fun-filled trail races. Since that time, many runners have asked us to bring it back, so in 2015, we brought the Series back. Each year is the runners look forward to coming back to see the friends they've made and to race!

The 2017 **Folsom Trail Run Series** is a 6-week series held on Thursday evenings at 6:15 pm from May 4 through June 8, 2017. The races will be held at two venues in the Folsom area: Willow Hill Reservoir and Beals Point State Park. These are beautiful, well-maintained trails and our participants love the variety.



**The races are inexpensive and professionally run**, yet we still manage that home town “grass roots” feel with the emphasis on a fun event for the entire family.

Helping support a local race series is one of the best things your company can do to ensure growth in our industry! **Please see our sponsorship levels below.**

We look forward to another successful trail run series and I hope you will choose to be a part of our success. Should you have any questions, please feel free to contact me any time.

Thank you,  
Diane Cressey  
Owner/Event Director  
916-532-9060  
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Website: [www.breakoutracing.com](http://www.breakoutracing.com)

# 2017 Folsom Trail Run Series - SPONSORSHIP INFORMATION

Sponsorships may be monetary or in-kind services and/or products. Your donation can be deductible as a business/advertising expense as we will gladly use any of your product banners to promote your business and your sponsorship. My goal is to help you promote your business by getting your name out to our participants. We can advertise your business by placing your logo on the website, newsletters, on our Facebook page, and on race t-shirts. Each week, we hold a raffle just prior to race start. Each registered runner is entered into the raffle. We also hold a larger raffle at the end of the season awards party. Our runners LOVE the raffles!

- You can donate either tangible merchandise for raffle prizes and/or cash to help off-set expenses for shirts, medals, race food, etc.
- If a portion of your sponsorship is gift certificates we strongly encourage a minimum of \$20.

Food establishments may donate food coupons for the raffle or donate food and/or drink to be provided to the runners at the race venue on race day. Race day food/drink would need prior approval.

**Corporate/Business Sponsorship:** Minimum \$500 retail value (For example: 6 prizes (1 per week) = approx. \$20 retail value per race, plus end of Series raffle prize(s), and/or cash)

**Private Sponsorship:** Minimum \$200 retail value (For example: 6 prizes (1 per week) = approx. \$20 retail value per race, plus end of Series raffle prize(s), and/or cash)

Please complete the required information on the following page.

## REQUIRED INFORMATION

Name of Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone number: \_\_\_\_\_ Website address: \_\_\_\_\_

Main Contact: \_\_\_\_\_ email: \_\_\_\_\_

Artwork Contact: \_\_\_\_\_ email: \_\_\_\_\_

My artwork is formatted in:

Corel Draw (best)

editable PDF (good)

High quality 300 dpi JPG (if that's all you have)

**Please remember to attach your logo when you email your agreement.**

### IMPORTANT INFORMATION

**Your logo size** and placement on the website and printed materials is based on your level of sponsorship and the date we receive your sponsorship information.

**Note:** If any portion of your sponsorship is a service it must be a service that is above and beyond what someone "off the street" or using a "public coupon" could obtain.

**Please return this form with your logo attached via email.** We will advertise your sponsorship on our website, newsletters and Facebook as soon as we receive this form and your sponsorship in hand.

### Donation Deadlines

**Cash sponsorships:** Due in full by April 1, 2017 so that we have time to purchase the shirts and items for printing.

**In Kind and Raffle items:** Must be received by Friday, April 21, 2017. Please make sure all your items are labeled with your name, etc.

**THANK YOU for your interest and support of the Folsom Trail Run Series!  
We look forward to a fun and successful Series!**