



# 2015 SPONSORSHIP INFORMATION

## EVENT DETAILS

### OVERVIEW

The Gold Rush is a 5k Run and 1k Fun Run designed to promote health and fitness in our community, as well as raise funds for Prospect Valley Elementary School. Founded in 2011, the race is entering its 5th year.

### DATE

Sunday, October 11, 2015

### LOCATION

The course, which is USA Track & Field certified and considered a Bolder Boulder qualifier, winds along the scenic Clear Creek Greenbelt at Prospect Park in Wheat Ridge, Colorado.

### PARTICIPATION/AUDIENCE

Prospect Valley Elementary School is located in Wheat Ridge, Colorado, and serves more than 500 students and their families from several surrounding communities. The Gold Rush continues to grow each year. In 2014, there were over 400 registrants.

### BENEFICIARY

Race proceeds directly improve the learning experience of the children and teachers at Prospect Valley Elementary School. Among other things, money has been used to purchase Smart Boards, computer equipment, books, and Web site subscriptions, as well as reduce the out-of-pocket expenses by the teaching staff for supplies.

## SPONSORSHIP OPPORTUNITIES

### LET OUR COMMUNITY KNOW YOU CARE!

Sponsoring the Gold Rush provides your company an amazing opportunity to directly market to our community and support education and fitness. From in-kind sponsorships to donor levels, there are many ways you can show your support.

	<b>Ironman</b>	<b>Marathoner</b>	<b>10k</b>	<b>5k</b>	<b>1k</b>
<b>Donation Level</b>	<b>\$2,000+</b>	<b>\$1,500</b>	<b>\$1,000</b>	<b>\$500</b>	<b>\$200</b>
Logo on Magnet or Folders or Bags <sup>†</sup>	*				
Flyers in School Monday Folder	4x/year	2x/year	1x/year		
Logo on Race Banner	*	*			
Banner on School Fence	*	*	*		
Social Media Promotion	*	*	*	*	
Logo on Race Shirt	*	*	*	*	
Logo on Print Materials	*	*	*	*	
Complimentary Race Entries	8	6	4	2	
Logo/Link on Race & PTA Websites	*	*	*	*	*
Company Material in Race Bag	*	*	*	*	*
Banner at Event	*	*	*	*	*
Table at Event	*	*	*	*	*
Verbal Recognition at Event	*	*	*	*	*

For more information on sponsorship menu items, please see the Sponsorship Menu Details on the back of this form. <sup>†</sup>Items paid for by sponsor.

Prospect Valley PTA is a Section 501(c)3 nonprofit. Your sponsorship may qualify as a charitable deduction for federal income tax purposes. A receipt will be provided upon confirmation of your sponsorship or donation.

# **GOLD RUSH**

## **SPONSORSHIP MENU DETAILS**

---

### **LOGO ON SCHOOL CALENDAR MAGNET**

**Qualifying Level: \$2,000+**

An exclusive opportunity for your company's logo to be included on our school calendar magnet, school registration folders or race bags. A great opportunity for our families to see your logo on a regular basis!

Note: Sponsor must supply logo in vector format. Sponsor responsible for cost of producing the magnet, folder or bag. Magnet and folder must be received by July 15, 2015 in order to be included with school registration materials.

### **FLYERS IN SCHOOL MONDAY FOLDER**

**Qualifying Level: \$1,000 and above**

Four times a year (for \$2,000+ sponsors), two times a year (for \$1,500 sponsors) and one time a year (for \$1,000 sponsors) your company will have the opportunity to include a flyer in the Prospect Valley Monday Folder, which goes home with every student and is seen by our more than 400 families.

Note: Flyer must be approved by school. Sponsor supplies the flyers.

### **LOGO ON RACE BANNER**

**Qualifying Level: \$1,500 and above**

Your company's logo will be included on our race banner, which will be displayed outside the school for the month of October, as well as on the day of the event.

Note: Sponsor must supply logo in vector format.

### **BANNER ON SCHOOL FENCE**

**Qualifying Level: \$1,000 and above**

We will display your company's banner outside of the school on the fence by the main parking lot for the week prior to the event.

Note: Sponsor must supply banner with grommets for hanging.

### **SOCIAL MEDIA PROMOTION**

**Qualifying Level: \$1,000 and above**

Shout outs via Twitter and Facebook letting our population know that your company is sponsoring our race and supporting our school.

### **LOGO ON RACE T-SHIRT**

**Qualifying Level: \$500 and above**

Your company's logo will be on the back of our race t-shirt. The shirt is seen throughout the year on the backs of our students, teachers, staff, and parents!

Note: Sponsor must supply logo in vector format.

### **LOGO ON PRINT MATERIALS**

**Qualifying Level: \$500 and above**

Your company's logo will be included on our registration brochure and marketing poster.

Note: Sponsor must supply logo in vector format.

### **COMPLIMENTARY RACE REGISTRATIONS**

**Qualifying Level: \$500 and above**

Your company will be allotted two to eight free race registrations based on your Sponsorship Level. (See Sponsorship Opportunities on the front for details.)

### **LOGO/LINK ON RACE & PTA WEBSITES**

**Qualifying Level: \$200 and above**

We will include your company's logo and a link to your website on both the Gold Rush website and the Prospect Valley PTA website.

Note: Sponsor website must contain material appropriate for school-aged children. Sponsor must provide logo and link information.

### **COMPANY MATERIAL IN RACE BAG**

**Qualifying Level: \$200 and above**

We will include your company's promotional item in our race bags for all participants.

Note: Sponsor must provide item. Item must be appropriate for school-aged children.

### **BANNER AT EVENT**

**Qualifying Level: \$200 and above**

We will recognize your company at our event by placing your company's banner or sign at our staging area on race day.

Note: Sponsor must provide banner/sign.

### **TABLE AT EVENT**

**Qualifying Level: \$200 and above**

Set up a table at the staging area of the event. This can be used to hand out company-provided materials or simply to promote your business.

Note: Sponsor must provide table and materials. No tents allowed.

### **VERBAL RECOGNITION AT EVENT**

**Qualifying Level: \$200 and above**

Your company will be recognized by our emcee during the event.

**For more information or if you have any questions, please contact  
our Gold Rush Chairs, Allison Windes (303.565.0859) or Ben Leroux (303.232.7504).**