



Spirit Run Scholarship Goals

When fully funded, the Spirit Run will provide \$50,000 annually in scholarships for deserving, underprivileged local students. In addition to the annual scholarship goal, there is a Permanent Endowment Fund goal of \$1,000,000. The Endowment will provide an on-going revenue stream for the annual scholarships, in addition to the funds generated by our sponsors and entry fees.



Spirit Run 2010

Rotary Club of Pleasanton
P.O. Box 352
Pleasanton Ca 94566

www.pleasantonrotary.org

For additional information contact
Bryan Bowers at (925) 737-4154.



Spirit Run 2010

June 20, 2010

Race begins on Main Street at 8:00 AM

Run for Their Lives!

► Sponsorship Opportunities



Rotary Club
of Pleasanton

16th Annual Scholarship Fundraiser

≡ Spirit Run 2010

“This is our opportunity to help provide a critical key to success for local underprivileged kids—an education.”

*- Steve Brozsky
President, Rotary Club
of Pleasanton*

The Rotary Club of Pleasanton’s **Spirit Run** is quickly becoming synonymous with Father’s Day, Pleasanton and Fun. The **Spirit Run** brings together people of all ages and abilities. Each year the **Spirit Run** grows in the number of runners, participants and sponsors—all generating funds for academic scholarships.

The **Spirit Run** encourages family participation and the courses are designed to accommodate all levels of ability, including:

- A challenging 10K run
- A vigorous 5K Run/Walk
- A Kids Fun Run



Each event provides a scenic tour of Pleasanton.

Rotary Club of Pleasanton



Become a Sponsor!

- Make a direct cash contribution
- Underwrite a particular race expense
- Donate goods or services

Spirit Run Sponsors are heroes! Sponsors help ensure that deserving kids go to college, and get the opportunity of a promising future.

The **Spirit Run** is an opportunity to participate in a high-visibility event where thousands of participants and onlookers descend on downtown Pleasanton to support the youth of the community.



Sponsorship Benefits Include:

- Helping hard-working students gain a college education
- The opportunity to support those who support your business
- Positive exposure to existing and potential customers
- Developing relationships with local community leaders
- An excellent opportunity for a tax-deductible contribution



2010 SPIRIT RUN SPONSORSHIPS

Sponsorship Opportunities

Numerous Sponsorship Opportunities are available for the 2010 Spirit Run, all of which ensure that Sponsors get maximum exposure for their contributions. In addition to the recognition listed below, publicity will feature Sponsors' names on Mile Markers, at the Warm-up and Instruction Areas and at the Race Registration Tables. Plus, Sponsors will be recognized in ads in the Pleasanton Weekly and Tri-Valley Herald newspapers. Sponsorship checks must be received by June 1, 2010 to ensure recognition.

Double Diamond Sponsor — \$15,000 (Overall Race Sponsor)

- 2010 Spirit Run, Presented by the Double Diamond Sponsor
- Name and Logo on all Race T-Shirts and all Race marketing materials
- 25 Complimentary Race T-Shirts and 25 complimentary Race entries
- Special recognition at the official Race luncheon
- Name and Logo (as appropriate) on all advertising and media materials on radio and TV
- Name and Logo on Race Start and Finish Banners
- Beautiful recognition plaque

Diamond Sponsors — \$5,000 (3 Opportunities: 10K Race, 5K Race, Kid's Challenge)

- 10K, 5K, & Kids Race will be named for Each Sponsor
- Name and Logo on all Race T-Shirts and other Race Paraphernalia
- 15 Complimentary Race T-Shirts and 15 complimentary Race entries
- Recognition at the official Race Luncheon
- Name and Logo (as appropriate) on advertising and media materials on radio and TV
- Acknowledgment at beginning and end of sponsored races
- Beautiful recognition plaque
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Platinum Sponsors — \$2,500

- Name and Logo on all Race T-Shirts and other Race Paraphernalia
- 10 Complimentary Race T-Shirts and 10 complimentary Race entries
- Recognition at the official Race Luncheon
- Name and Logo on printed media materials
- Beautiful recognition plaque

Gold Sponsors—\$1,000

- Company Logo on Race T-Shirts
- Recognition luncheon
- 5 Complimentary Race T-Shirts and 5 complimentary Race entries
- Company Logo on Race posters, announcements and press releases
- Beautiful Recognition plaque

Friends of 2010 Spirit Run (Sponsors of \$200 and more will receive the following)

- Recognition in the Pleasanton Weekly and Tri-Valley Herald
- 1 Complimentary Race T-Shirt and 1 complimentary Race entry
- Sponsorship Certificate



2010 SPIRIT RUN RESPONSE FORM

I/We wish to participate as a Sponsor of the 2010 Spirit Run, which provides scholarships to deserving students who are enrolled at accredited colleges and universities. Please accept the pledge and/or contribution authorized below and provide recognition of my/our contribution as stated:

- Direct Contribution
 Underwriter of a Fixed Cost
 Donation of Goods or Services

I/We will participate in the 2010 Spirit Run in the amount of:

- | | |
|---|----------|
| <input type="checkbox"/> Double Diamond—Overall Sponsor | \$15,000 |
| <input type="checkbox"/> Diamond—10K Race/Walk | \$ 5,000 |
| <input type="checkbox"/> Diamond—5K Race/Walk | \$ 5,000 |
| <input type="checkbox"/> Diamond—Kids Challenge | \$ 5,000 |
| <input type="checkbox"/> Platinum Sponsor | \$ 2,500 |
| <input type="checkbox"/> Gold Sponsor | \$ 1,000 |
| <input type="checkbox"/> Friend of Spirit Run 2010 | \$ _____ |

Business or Individual Name _____

Address _____

Primary Contact _____

Contact Telephone _____

Contact Email _____

T-Shirts (# of each size): XXL ___ XL ___ L ___ M ___ S ___

Please make checks payable to Rotary Club of Pleasanton Foundation

Mail to: Spirit Run 2010
PO Box 352
Pleasanton CA 94566

Rotary Club of Pleasanton Foundation is a 501 (c) (3) tax exempt organization. Federal Tax ID # 94-3212239.

For additional information or answers to sponsorship questions, please contact Bryan Bowers at (925) 737-4154.