

# SPONSORSHIP OPPORTUNITIES



## CITY OF LAGUNA HILLS MEMORIAL DAY HALF MARATHON & 5K

MEMORIAL DAY  
MONDAY, MAY 31, 2010  
LAGUNA HILLS, CA





# CITY OF LAGUNA HILLS ★ MEMORIAL DAY HALF MARATHON & 5K ★

MONDAY, MAY 31, 2010

## Join us by sponsoring the City of Laguna Hills Memorial Day Half Marathon & 5K!

The City of Laguna Hills Memorial Day Half Marathon and 5K, formerly the Saddleback Memorial Half Marathon, continues to be a great community event with all of the fun that runners have come to know and love. More than 8,000 people of all ages, including elite and recreational runners, walkers, spectators, sponsors and volunteers are expected to attend, as well as Southern California media.

### Race Start

Saddleback Memorial Medical Center, Laguna Hills, CA

### Finish Line & Family Expo

Laguna Hills Community Center, Laguna Hills, CA  
Featuring live entertainment, interactive booths, and food

5:30 am — Registration Opens  
7:00 am — Half Marathon Start  
7:30 am — 5K Run/Walk Start  
9:30 am — 1/2 Mile Kid's Run  
9:45 am — 25 yard Diaper Dash

### Why Sponsor the 2010 City of Laguna Hills Memorial Day Half Marathon & 5K?

- Build a relationship between your Brand/Company and Orange County's affluent market.
- Title Opportunities - "Your Company's" 5K, "Your Company's" Kids Races, "Your Company's" Family Expo.
- Promotional incentives and sales opportunities to introduce your product and company.
- Guaranteed Visibility - "Your Company" logo on promotional media package (event entry forms, email blasts, magazine and newspaper advertising and web ads).
- Acquire new customers or strengthen old relationships.
- Limited usage of participants database (presenting or title levels only). With our approval, we will send your message to our participants twice. You provide the text or HTML message.



**Renegade Racing**  
RUNNING, TRIATHLON & ADVENTURE SPORTS



## 2010 CITY OF LAGUNA HILLS ★ MEMORIAL DAY HALF MARATHON & 5K ★

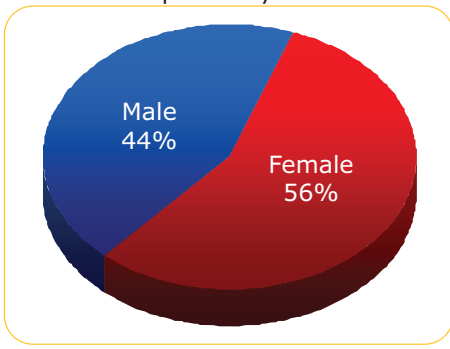
### Advertising Summary

Extensive and comprehensive marketing and promotional plans target key running markets throughout Southern California.

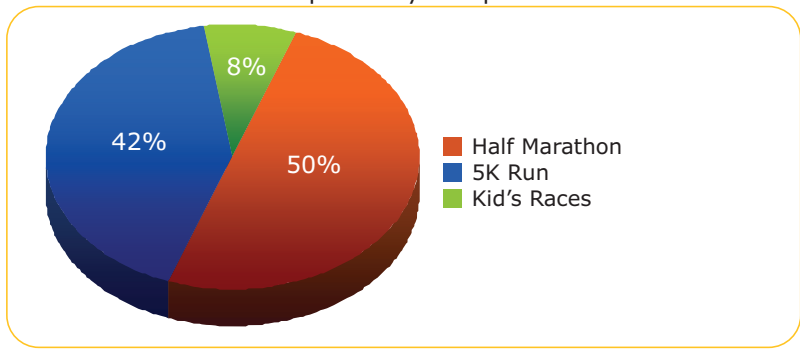
- Full-color postcards distributed throughout Southern California
- Featured event on Active.com with over 90,000 impressions per month
- Subscription based Renegade Racing eNewsletter sent to 10,000 Southern California athletes
- Ad/Print coverage:
  - Competitor Magazine, *circ.* 100,000
  - Race Place, *circ.* 55,000
  - OC Family, *circ.* 60,000
  - Orange County Register, *circ.* 904,565
  - Saddleback Valley News, *circ.* 52,396

### 2009 Race Demographics

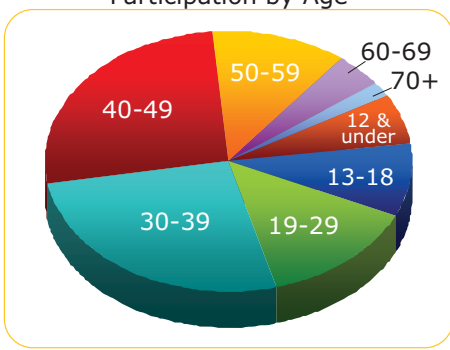
Participation by Gender



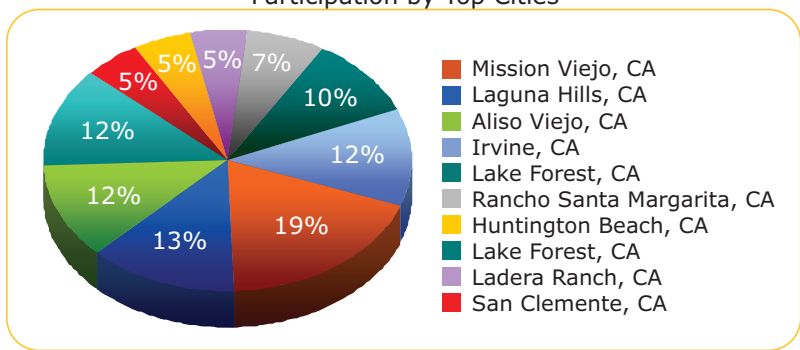
Participation by Competition



Participation by Age



Participation by Top Cities





# SPONSORSHIP LEVELS & BENEFITS

## 2010 CITY OF LAGUNA HILLS ★ MEMORIAL DAY HALF MARATHON & 5K ★

	PRESENTING SPONSOR ★ EXCLUSIVE ★	5K RUN/WALK SPONSOR ★ EXCLUSIVE ★	FAMILY EXPO SPONSOR ★ EXCLUSIVE ★	KIDS' TITLE SPONSOR ★ EXCLUSIVE ★	RED SPONSOR	WHITE SPONSOR	BLUE SPONSOR	STARS & STRIPES SPONSOR
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Investment	\$25,000	\$15,000	\$15,000	\$10,000	\$7,500*	\$5,000*	\$2,500*	\$1,500*
Name/logo listed below event title	YES	--	--	--	--	--	--	--
Race Day PA Announcements	YES	YES	YES	YES	--	--	--	--
Name/logo listed on event t-shirt	T-shirt (front)	5K T-shirt (back)	--	Kid's T-shirt (back)	--	--	--	--
Name/logo listed on event advertisements	YES	YES	YES	YES	YES	--	--	--
Sponsor's message listed on race website	YES	YES	YES	YES	YES	YES	--	--
Name/logo listed on event brochure	YES	YES	YES	YES	YES	YES	YES	YES
Name/logo/link listed on event website	YES	YES	YES	YES	YES	YES	YES	YES
Name/logo/link listed on Renegade Racing eNewsletter	YES	YES	YES	YES	YES	YES	Name/Logo only	--
Family Expo Booth Space	YES (10' x 20')	YES (10' x 20')	YES (10' x 20')	YES (10' x 10')	YES (10' x 10')	YES (10' x 10')	YES (10' x 10')	YES (10' x 10')
Banner at event	Start/Finish Line	Company Supplied	Expo Entrance	Company Supplied	Company Supplied	Company Supplied	Company Supplied	--
Complimentary race entries	25	15	15	10	8	5	3	--
Goodie Bag Insert	YES	YES	YES	YES	YES	YES	YES	YES
Post event - Name/logo listed on video race coverage on thefitnessnetwork.tv, endurance channel	YES	YES	YES	YES	--	--	--	--

\* Minimum 50% cash sponsorship to be included on printed materials.

### Additional Sponsorship Opportunities

<b>T-Shirt - Half Marathon Tech Shirt</b> (back of shirt).....	\$7,500
<i>Get your name noticed and be the ONLY Company listed on the back of all Half Marathon shirts. Imprint size is 9" x 9"!</i>	
<b>Race Bib - Half Marathon &amp; 5K Run/Walk</b> .....	\$2,500
<i>Your company name on all participant bibs.</i>	
<b>Water Station</b> .....	\$500
<i>Cheer on thirsty runners and promote your company's community involvement. We provide the table and supplies. You are welcome to hang your Company banner.</i>	
<b>Mile Marker</b> .....	\$500
<i>Your company logo on the mile marker of your choice (based on availability).</i>	
<b>eNewsletter E-mail Banner</b>	
<i>The Renegade Racing monthly eNewsletter is subscription based and sent to 10,000+ SoCal athletes.</i>	
<i>Large, 768x90 pixels w/link to your website - Premium placement at top of eNewsletter (1 per issue available) .....</i>	\$600
<i>Small, 120x150 pixels w/link to your website - side bar placement (3 per issue available) .....</i>	\$300
<b>Family Expo Booth</b> (see Family Expo and Goodie Bag Form) .....	\$350
<b>Goodie Bag Insert</b> (see Family Expo and Goodie Bag Form).....	\$200
<b>Product Partner</b> (in-trade value) .....	\$500
<i>We happily accept in-trade product and will list your company name on event website as well as choice of booth or goodie bag.</i>	

For questions regarding sponsorship opportunities, please contact Anneka at 949.975.1812 or Anneka@renegaderaceseries.com.





# CITY OF LAGUNA HILLS ★ MEMORIAL DAY HALF MARATHON & 5K ★

## MONDAY, MAY 31, 2010

**Yes!** My company would like to support the City of Laguna Hills Memorial Day Half Marathon & 5K by sponsoring at the following level:

<input type="checkbox"/> Presenting Sponsor	\$25,000	<input type="checkbox"/> T-Shirt, Half Marathon	\$3,000
<input type="checkbox"/> 5K Run/Walk Sponsor	\$15,000	<input type="checkbox"/> Race Bib	\$2,500
<input type="checkbox"/> Family Expo Sponsor	\$15,000	<input type="checkbox"/> Water Station	\$500
<input type="checkbox"/> Kids Title Sponsor	\$10,000	<input type="checkbox"/> Mile Marker	\$500
<input type="checkbox"/> Red Sponsor	\$7,500	<input type="checkbox"/> eNewsletter E-mail Banner, large	\$600
<input type="checkbox"/> White Sponsor	\$5,000	<input type="checkbox"/> eNewsletter E-mail Banner, small	\$300
<input type="checkbox"/> Blue Sponsor	\$2,500	<input type="checkbox"/> Product Partner	In-trade
<input type="checkbox"/> Stars and Stripes Sponsor	\$1,500		

My company does not wish to be a sponsor or underwrite an event category, but please accept my donation in the amount of \$ \_\_\_\_\_.

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

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

City/State/Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

E-mail/Phone: \_\_\_\_\_

- Enclosed is my check for \$ \_\_\_\_\_  
Please make check payable to the **City of Laguna Hills** and mail payment to:  
Renegade Racing, 17785 Sky Park Circle Suite G, Irvine CA 92614
- Please charge my credit card:  
 Visa  MC  AMEX # \_\_\_\_\_
- Expiration Date: \_\_\_\_\_ Verification #: \_\_\_\_\_
- Please invoice me for \$ \_\_\_\_\_

