

# North Coast Challenge

5-Mile Run and 3.4 Mile Walk

Presented by Celebrate Westlake

## Sponsor Packet

North Coast Challenge 5-Mile Run  
and 3.4 Mile Walk

Presented by Celebrate Westlake

[www.northcoastchallenge.com](http://www.northcoastchallenge.com)

**Saturday, September 5, 2009**

Race held at:

St. John West Shore Hospital

29000 Center Ridge Road, Westlake



## BECOME A SPONSOR

A sponsorship is a designation that identifies you as an organization that supports the community. It provides you with all of the benefits that are associated with the event. Also, it is tax deductible as allowed by law.

Based on your support level, your logo or corporate ID can appear on various materials associated with the event – hats, t-shirts, applications, etc. Your logo or corporate ID will also be displayed day of event.

The enclosed sponsorship agreement form must be returned by Friday, August 7, 2009 to include your company. Please consider joining the 2009 North Coast Challenge 5 Mile Run and 3.4 Mile Walk team to support the community and increase the quality of life for our citizens.



## Sponsorship Overview

The 19<sup>th</sup> Annual **North Coast Challenge 5 Mile Run and 3.4 Mile Walk Presented by Celebrate Westlake** event is one of the premier events of its kind found on the West side of Cleveland. Its goal is to promote good health and wellness throughout the community, as well as raise funds for services and organizations.

There are few events in the area that offer the same attraction and draw participants the way the North Coast Challenge 5 Mile Run and 3.4 Mile Walk event does. A hometown atmosphere, community pride, involvement, tradition, local corporate promotion and wise use of donated funds all work to form an event that truly benefits all who are involved.

- Participants are comprised of families cheering walkers, runners and children as well as visiting the Health and Fitness Exposition before and after the race. Most participants are from the West side of Cleveland, although approximately 30% are from other areas.
- Because North Coast Challenge 5 Mile Run and 3.4 Mile Walk Presented by Celebrate Westlake is a non-profit organization, your donation at any level of sponsorship is deductible as allowed by law. Specific benefits for each level of donation are outlined in the following section.

Recognition as a sponsor is key. Every level of sponsorship contains a recognition factor. Recognition as a supporter of a community-based event, that is fitness and family orientated, creates a corporate image of caring.

## **Sponsorship Visibility**

Sponsors will be recognized as follows:

- Recognition as a sponsor on [www.northcoastchallenge.com](http://www.northcoastchallenge.com)
- 15,000 Race forms distributed by local business and mailings
- Posters advertising the North Coast Challenge 5 Mile Run and 3.4 Mile Walk Presented by Celebrate Westlake are displayed throughout the city
- Coverage in race publications *Runners World* and *Ohio Runners*
- News releases in local newspapers
- Public Service Announcements
- Cable Crawl

## Who Benefits from the Race Proceeds?

North Coast Challenge 5 Mile Run and 3.4 Mile Walk Presented by Celebrate Westlake has positioned itself as a community fundraiser, not just a race. Recipients of the funds have helped a wide range of services throughout the community. This list identifies how those groups benefited from the contributions from past Celebrate Westlake events:

Westlake Porter Public Library

UHHS - Westlake Campus

St. John West Shore Hospital's  
Community Outreach Services

Fairview Parish Nurse Program

Youth Challenge

Westlake YMCA

DARE & Westlake Police

Westlake Fire Department

Far West Center  
Northcoast Health Ministry

Westlake Senior Center

Westlake Assurance Program

WHBS - TV  
(Part of Westlake High School)

Kiwanis

Westshore Chamber of Commerce

Westlake Recreation Department

The proceeds from sponsorships enable these organizations to further enhance their programs and continue to contribute service to the community.



## Levels of Sponsorship

Different levels of sponsorship are available for your participation. Clearly, it's contingent upon the type of recognition you desire, as well as the investment you're willing to contribute. However, there are several levels that will have exclusive sponsorship rights, so your ability to respond as quickly as possible to secure that level is imperative.

### **TITLE SPONSORSHIP \$50,000**

This is the highest level and will be awarded to one exclusive sponsor per business category (i.e. Bank, Hospital, Broker, etc.)

This level of sponsorship contains the following benefits:

- Company logo precedes the race name on all printed pieces.
- Company logo appears on all materials printed for the race, i.e. shirts, giveaways, signage and website.
- Company name is prominent on all start/finish and city signage
- Free booth space at Health and Fitness Expo, plus your company banner(s) hung at the race site.
- Any product/promotional pieces inserted in participant giveaway.
- Name mentioned on all awards given that day.
- Invitation to the pre-race sponsors' recognition dinner and recognition plaque.
- Right of first refusal next year.
- Newspaper publicity both pre-race, news releases and post-race full page thank you.
- Recognition as a Title Sponsor on the Prime Time Radio spots.
- Portion of sponsorship dollars given to the charity of choice.
- Feature article in Sun Times Race Tabloid.

### **RACE EVENT SPONSOR \$20,000**

You can choose which event you would like to name.

This category contains the following benefits:

- Company name/logo on race publicity and promotions, including shirts.
- Newspaper publicity both pre-race, news releases and post-race full page thank you.
- Company name exclusively on sponsored race start signage.
- Invitation to the pre-race sponsors' recognition dinner and recognition plaque.
- Right of first refusal next year.
- Company name on sponsored race awards
- Inclusion on signage at awards presentation
- Advertisement in *Sun Newspapers* Race Tabloid.

## COMBINATION SPONSOR \$5,000

A combination sponsor is a shirt and giveaway sponsor. As a combination sponsor, you will be awarded more prominent position on the shirt. Listing will be first come, first serve basis.

- Company name/logo on race publicity and promotions, including shirts.
- Inclusion on signage at awards presentation.
- Mention of support in some media promotions.
- Mention day of race as a sponsor
- Inclusion in giveaway bag for participants.
- Invitation to recognition dinner.

## SUPPORTING SPONSOR \$1,000

These sponsors will be listed on a special thank you card on the day of the event. They will also be listed in the Sun Newspapers Race Tabloid.

## FRIEND SPONSOR UNDER \$1,000

While the before mentioned are major categories of sponsorship, other opportunities are present for sponsorship. Of course, no matter the size, all donors will be recognized at the day-of-race activities. Large and small donations of all kinds will be listed on a participant giveaway sheet in all bags. All donations are tax deductible.

## Schedule of Events

Event activities are held at: St. John West Shore Hospital, 29000 Center Ridge Road, Westlake, Ohio 44145.

### Registration:

6:45 – 8:00 a.m.

### EVENT START TIMES:

5 Mile Run	8:30 a.m.
3.4 Mile Walk	8:30 a.m.
1 Mile & 1/2 Mile Kids Fun Run	9:45 a.m.
Awards	11 – 11:30 a.m.

[www.northcastchallenge.com](http://www.northcastchallenge.com)

## Community Health and Fitness Exposition

North Coast Challenge 5 Mile Run and 3.4 Mile Walk Presented by Celebrate Westlake offers a unique opportunity to community groups and vendors to participate in the Community Health and Fitness Exposition. For a designated fee, participants will be provided a table and two chairs to display information, offer giveaways and/or provide screenings. No selling of items, memberships, etc. is permitted. See registration form for more details.

Set-Up	6:45 – 8:00 a.m.
Exposition	8:00 – 12:00 noon
Take- Down	Immediately following the award ceremony



# Health and Fitness Exposition Booth Reservation Form

WHEN: Saturday, September 5, 2009  
WHAT: North Coast Challenge 5 Mile Run and 3.4 Mile Walk Presented by Celebrate Westlake  
WHERE: On the grounds of St. John West Shore Hospital  
COST: \$100.00 per space (No door prize donation required)  
Option 1 - Donations of \$1,000.00 - \$4,999.00 -receives one free table  
Option 2 - Donations of \$5,000.00 - \$14,999.00- up to two free tables  
Option 3 - Donations of \$15,000.00 - and above- up to three free tables  
SPACE: One 6-foot table provided for each exhibitor  
SET-UP: Fitness Exhibitors may set-up their booth space on the day of the race between the hours of 6:45 – 8:00 a.m. **Table space is a first come, first serve basis only.** No tables will be reserved before 6:45am race day. Exhibitors must provide their own set-up supplies for the table: Product, backdrop, shelves etc. To expedite unloading, we recommend that you provide your own flat bed carrier. Set-up and take down of booths is the EXHIBITOR'S RESPONSIBILITY. No assistance will be provided. We recommend a plastic tablecloth in case of rain. Linen cloths will be provided.  
TAKEDOWN: Exhibitors must begin take down immediately following the award ceremony. Any material left at an exhibitor's table after takedown will be discarded.  
PUBLICITY: Sun Newspapers will once again sponsor the North Coast Challenge 5 Mile Run and 3.4 Mile Walk Presented by Celebrate Westlake. A special tabloid section will be printed.  
DEADLINE: All booth reservation forms must be submitted no later than August 7, 2009

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\_\_\_\_\_ YES, I am interested in participating, enclosed is my payment in the amount of \$100.00

(Payable to Celebrate Westlake)

\_\_\_\_\_ I am under Option \_\_\_\_\_ and would like \_\_\_\_\_ tables

\_\_\_\_\_ No, our company does not wish to participate

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

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

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

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

Briefly explain booth display/product: \_\_\_\_\_

I will need an electrical outlet: Yes / No (Circle one)

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**Detach and mail reservation form to:**

Celebrate Westlake • c/o Westlake Recreation Dept. • 28955 Hilliard Blvd. • Westlake, Ohio 44145

FOR MORE BOOTH INFORMATION, CONTACT FREDA JUBA @ 440-827-5007

**Sponsorship Agreement Form**  
**Must be received by August 7, 2009**

\_\_\_\_\_ Hereby agrees to become a \_\_\_\_\_ Sponsor of the 2009 North Coast Challenge 5 Mile Run and 3.4 Mile Walk Presented by Celebrate Westlake event to be held on Saturday, September 5, 2009. I agree to submit my sponsorship donation no later than August 7, 2009 to be put on all race materials.

As an event sponsor, I understand that I will receive the benefits as set forth in the sponsor benefit package. Sponsorship benefits will not be provided and this agreement will not be binding until both parties indicated below execute this agreement. I further understand that benefits related to printed materials and publications will be provided after the execution of this agreement.

It is agreed that any sponsor logos will be furnished by the sponsor in a camera-ready condition or on a disk and become property of North Coast Challenge 5 Mile Run and 3.4 Mile Walk Presented by Celebrate Westlake. It is also agreed that the sponsor will not be allowed to sell any products or services on Race Day, and that the display tables are for distribution of information only.

**PAYMENT PLAN**

**Cash contributions will be 100% due and payable before race date of September 5, 2009. Sponsorship Agreements must be submitted by August 7, 2009 for sponsor to appear on race publicity.**

**SPONSORSHIP LEVELS**

**RACE EVENTS**

_____ Title Sponsor	\$50,000	_____ 5-Mile Run
_____ Race Event Sponsor	\$20,000	_____ 3.4-Mile Walk
_____ Combinations Sponsor	\$5,000	_____ 1 Mile & ½ Mile Kids Fun Run
_____ Supporting Sponsor	\$1,000	
_____ Friends' Sponsor	\$999 and under	

Payable to: Celebrate Westlake

I have read and agree to the terms stipulated in this agreement.

Company: \_\_\_\_\_ Phone: \_\_\_\_\_

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

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

By: \_\_\_\_\_ Title: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Amount Enclosed: \_\_\_\_\_

Accepted By: \_\_\_\_\_ Date: \_\_\_\_\_

Disk/Camera Ready Logo Enclosed: \_\_\_\_\_

**Mail to:** Celebrate Westlake • c/o Westlake Recreation Dept. • 28955 Hilliard Blvd. • Westlake, OH 44145