



North Coast **CHALLENGE**

www.northcoastchallenge.com

21st Year

**North Coast Challenge
Ohio's Premier Five Mile Race**

**North Coast Challenge and
Celebrate Westlake
are proud to present
a 5 mile run, Family 2 Mile Walk and Kids Fun Run!**

Saturday, September 3, 2011 | 8:00 am

New Location: Crocker Park

2011 Sponsorship Opportunities



CROCKER PARK

189 Crocker Park Blvd
Westlake, OH 44145

*Celebrating 200 Years
1811 - 2011*



21ST ANNUAL NORTH COAST CHALLENGE



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2011 Sponsorship Opportunities

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.

The **21st Annual North Coast Challenge 5 mile run, 2 mile walk and Kids Fun Run Presented by Celebrate Westlake** committee is busy cultivating media coverage and planning associated events, and as a sponsor you can expect publicity. 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 on signage throughout the area on that day.

The sponsorship agreement form must be returned by Friday, August 6, 2011 to include your company in this important event. Please consider joining **North Coast Challenge 5 mile run, 2 mile walk and Kids Fun Run** team to support the community and increase the quality of life for our citizens.

SPONSORSHIP OVERVIEW

The **21st Annual North Coast Challenge 5 mile run, 2 mile walk and Kids Fun Run Presented by Celebrate Westlake** event promises to be another premier event 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. All family members are encouraged to participate in an activity level that is appropriate to them.

There are few events in the area that offer the same attraction and draw participants the way the **North Coast Challenge 5 mile run, 2 mile walk and Kids Fun Run** 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 of the participants are from the west side of Cleveland, although approximately 30% are from other areas. Attendance in 2010 was more than 1,500 people.



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BENEFITS OF SPONSORSHIP

Because **North Coast Challenge 5 mile run, 2 mile walk and Kids Fun Run 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. Clearly, a newspaper sponsor like the Sun Newspapers group offer high visibility. Recognition as a supporter of a community-based event, that is fitness and family orientated, creates a corporate image of caring. Because this is an established well-attended event, there is little risk. Prominent personalities and corporate community leaders have served as anchors of this event and will continue to do so.

SPONSORSHIP VISIBILITY

Sponsors will be recognized through the following channels:

Recognition as a sponsor on www.northcoastchallenge.com

15,000 Race forms distributed by local business and mailings

Posters advertising the **North Coast Challenge 5 mile run, 2 mile walk and Kids Fun Run Presented by Celebrate Westlake** are displayed throughout the city and on event day

Logo recognition in *Cleveland Magazine* special section, both in print and online

Coverage in race publications *Runners World* and *Ohio Runners*

News releases

Recognition on the event T-shirt



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WHO BENEFITS FROM THE RACE PROCEEDS?

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North Coast Challenge 5 mile run, 2 mile walk and Kids Fun Run 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. The recipients are named annually by the race committee. This list identifies how those groups benefited from the contributions from past North Coast Challenge events:

- **DARE**
- Youth Challenge
- Westlake Porter Public Library
- UHHS - Westlake Campus
- St. John Medical Center's Community Outreach Services
- Westlake YMCA
- Westlake Fire Department
- Far West Center Northcoast Health Ministry
- Westlake Senior Center
- Westlake Assistance Program
- WHBS - TV (Part of Westlake High School)
- Westlake Kiwanis
- Westlake Recreation Department

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



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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 \$30,000
- RACE EVENT SPONSOR \$10,000
- COMBINATION SPONSOR \$5,000
- SUPPORTING SPONSOR \$1,000
- FRIEND SPONSOR UNDER \$1,000



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TITLE SPONSORSHIP \$30,000

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.
- Media 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 *Cleveland Magazine* special Race Guide section.



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RACE EVENT SPONSOR \$10,000

You can choose which event you would like to name.

This level of sponsorship contains the following benefits:

- Company name/logo on race publicity and promotions, including shirts.
- Media 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.
- 1/2-page, 4-color ad in *Cleveland Magazine* special Race Guide section



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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 on first come, first serve basis.

- Company name/logo on race publicity and promotions, including shirts.
- Inclusion on signage at awards presentation.
- Logo recognition of support in media promotions.
- Mention day of race as a sponsor
- Inclusion in giveaway bag for participants.
- Invitation to recognition dinner.
- 1/4-page, 4-color ad in *Cleveland Magazine* special Race Guide section.

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 *Cleveland Magazine* special Race Guide section.



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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.

COMMUNITY HEALTH AND FITNESS EXPOSITION

North Coast Challenge 5 mile run, 2 mile walk and Kids Fun Run 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

**For information on North Coast Challenge sponsorship opportunities,
contact Bud Tetzlaff at 216-533-9754 or budtetzlaff@aol.com.**



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Health and Fitness Exposition Booth Reservation Form

- WHEN:** Saturday, September 3, 2011
- WHAT:** North Coast Challenge 5 mile run, 2 mile walk and Kids Fun Run Presented by Celebrate Westlake
- WHERE:** On the grounds of Crocker Park
- COST:** \$100.00 per space (No door prize donation required)
- 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, back-drop, 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.
- TAKE-DOWN:** Exhibitors must begin take down immediately following the award ceremony. Any material left at an exhibitor's table after take-down will be discarded.
- DEADLINE:** All booth reservation forms must be submitted by August 20, 2010

_____ 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)

Detach and mail reservation form to:

North Coast Challenge | 2573 Wyndgate Court | Westlake, Ohio 44145
FOR MORE BOOTH INFORMATION, CONTACT Liz Wallace @ (440) 617-9333

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Sponsorship Agreement Form

_____ hereby agrees to become a _____ Sponsor of the **2011 North Coast Challenge 5 mile run, 2 mile walk and Kids Fun Run Presented by Celebrate Westlake** event to be held on Saturday, September 4, 2011. I agree to submit my sponsorship donation no later than August 20, 2011 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, 2 mile walk and Kids Fun Run. 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 3, 2011. Sponsorship Agreements must be submitted by August 20, 2011 for sponsor to appear on race publicity.

SPONSORSHIP LEVELS

_____ Title Sponsor	\$30,000
_____ Race Event Sponsor	\$10,000
_____ Combinations Sponsor	\$5,000
_____ Supporting Sponsor	\$1,000
_____ Friends' Sponsor	\$999 and under

RACE EVENTS

_____ 5-Mile Run
_____ 3.4-Mile Walk
_____ 1 Mile & ½ Mile Kids Fun Run

Payable to: Celebrate Westlake

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

Company Name: _____ Phone: _____

Address: _____

City/State/Zip: _____

By: _____ Title: _____

Printed Name: _____ Amount Enclosed: _____

Accepted By: _____ Date: _____

Disk/Camera Ready Logo Enclosed: _____

Mail to: North Coast Challenge | 2573 Wyndgate Court | Westlake, Ohio 44145