



NOVEMBER 10-11 VETERANS' DAY



41ST ANNUAL *Mission Inn Run*

2 0 1 8

Riverside, California

PRESENTED BY



IN PARTNERSHIP WITH



SPONSORSHIP OPPORTUNITIES & APPLICATION PACKET

Mission Inn Foundation • 951.781.8241 • www.MissionInnMuseum.org
3696 Main Street, Riverside, CA 92501 • runinfo@missioninnmuseum.org
Nonprofit Organization 501(c)(3) Tax ID 51-0205032

PARTNER WITH THE 41ST ANNUAL MISSION INN RUN

Join the Mission Inn Foundation, a nonprofit organization, in presenting one of Riverside's premier events, the Mission Inn Run. By becoming a Mission Inn Run Sponsor, you will join a network of regional businesses, community service groups, schools, and over 350 volunteers to provide a family-oriented, healthy activity that showcases the historic beauty of downtown Riverside to over 4,000 participants and an on-site audience of 15,000!

Additionally, because proceeds of the Mission Inn Run benefit the Mission Inn Foundation and Museum, your sponsorship contributes to the art, history, and cultural education programs presented by the Mission Inn Foundation to a variety of Riverside residents, families, students, and to visitors to our community.

The Mission Inn Run will again include an array of runner and family activities that have made it a Riverside tradition:

- Clark's Nutrition® 2-Day Health Fair & Fitness Expo
- Finish Line Festival, complete with an awards ceremony, craft beer garden, and live music
- Kids Fitness festival featuring an obstacle course and health-focused activities
- Live broadcast with 99.1KGGI/IHeart Media
- This City of Riverside signature event focuses on live footage, photography, and interviews to capture the enthusiasm brought to the Downtown region

The Mission Inn Run remains a perfect opportunity to reach out to a wide and diverse demographic. We invite you to be a part of this Riverside tradition celebrating health, education, fitness, and community spirit!

501(c)(3) nonprofit organization tax ID #51-0205032

DID YOU KNOW?

The Mission Inn Run is one of oldest community-based runs in Southern California and has been a Riverside tradition since 1977. It began as a fund raiser for the Mission Inn Foundation and continues to raise funds for the Foundation's mission today. The run started small but now attracts runners from 8 states and an audience of 15,000 people!



PRESENTING SPONSOR

\$30,000 in cash and/or in-kind goods

Be the premier sponsor of the 41st Annual Mission Inn Run!

Benefits Offered To You ...

- Designation on all marketing and promotional materials as the exclusive Presenting Sponsor of the Mission Inn Run
- Your name or logo with a link to your website will be featured on the Mission Inn Foundation website www.missioninnmuseum.org and all Mission Inn Run social media platforms
- Your name or logo will appear on all marketing and promotional materials used to advertise the 41st and 42nd Annual Mission Inn Run, including:
 - all flyers distributed throughout Southern California
 - posters distributed throughout the Inland Empire
 - all registration forms
 - all Mission Inn Run banners
 - the back of Run T-shirts
 - all course maps
 - all runner bibs
- 20 complimentary runner entries
- Mile Marker recognition
- Finish Line Banner (provided by sponsor)
- Verbal recognition by Run Announcer at the Run
- Vendor space for your organizational display at the Health Fair & Fitness Expo

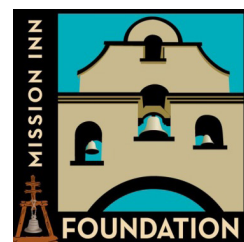
GOLD MEDAL SPONSOR

\$10,000 in cash and/or in-kind goods

Take a winning role in sponsorship of the 41st Annual Mission Inn Run!

Benefits Offered To You ...

- Your name or logo with a link to your website will be featured on the Mission Inn Foundation website www.missioninnmuseum.org and all Mission Inn Run social media platforms
- Your name or logo will appear on all marketing/promotional materials used to advertise the 41st and 42nd Annual Mission Inn Run, including:
 - all flyers distributed throughout Southern California
 - posters distributed throughout the Inland Empire
 - all registration forms
 - all event banners
 - the back of Run T-shirts
 - all course maps
- 15 complimentary runner entries
- Finish Line Banner (provided by sponsor)
- Verbal recognition by Run Announcer at the Run
- Vendor space for your organizational display at the Health Fair & Fitness Expo



Partner with the 41st Annual Mission Inn Run

SILVER MEDAL SPONSOR

\$5,000 in cash and/or in-kind goods

Be a key part of the 41st Annual Mission Inn Run!

Benefits Offered To You ...

- Your name and/or logo with a link to your website will be featured on the Mission Inn Foundation website, www.missioninnmuseum.org, and all Mission Inn Run social media platforms
- Your name or logo will appear on all marketing and promotional materials used to advertise the 41st and 42nd Annual Mission Inn Run, including:
 - all flyers distributed throughout Southern California
 - posters distributed throughout the Inland Empire
 - all registration forms
 - all event banners
 - the back of Run T-shirts
 - all course maps
- 10 complimentary runner entries
- Finish Line Banner (provided by sponsor)
- Verbal recognition by Run Announcer at the Run
- Vendor space for your organizational display at the Health Fair & Fitness Expo

RECOVERY CENTER SPONSOR

\$5,000 in cash and/or in-kind goods and services

Play a premier role at the Finish Line Festival!

Benefits Offered To You ...

- Exclusive naming rights on the 40' x 10' Recovery Center at the finish line
- Have your doctors, physical & massage therapists, chiropractors, etc. volunteer to provide recovery services to thousands of tired runners who cross the finish line
- Your name or logo with a link to your website will be featured on the Mission Inn Foundation website, www.missioninnmuseum.org, and all Mission Inn Run social media platforms
- Your name or logo will appear on all marketing and promotional materials used to advertise the 41st and 42nd Annual Mission Inn Run, including:
 - all flyers distributed throughout Southern California
 - posters distributed throughout the Inland Empire
 - all registration forms
 - all event banners
 - the back of Run T-shirts
 - all course maps
- 5 complimentary runner entries
- Finish Line Banner (provided by sponsor)
- Verbal recognition by Run Announcer at the Run

MEDAL RIBBON SPONSOR

\$5,000 in cash

Showcase your organization as the exclusive medal ribbon sponsor to 4,000+ participants

Benefits Offered To You ...

- All medal ribbons to bear the sponsor's name and logo (space permitting) in a repeating pattern for the 5K, 10K, and 1/2 Marathon races. All finishers receive a medal with sponsor's ribbon.
- Your name or logo with a link to your website will be featured on the Mission Inn Foundation website, www.missioninnmuseum.org, and all Mission Inn Run social media platforms
- Prominent display of Sponsor Banner on Awards Pavilion (Sponsor to provide banner)
- Vendor space for your organizational display at the Health Fair & Fitness Expo
- Your name or logo will appear on all marketing and promotional materials used to advertise the 41st and 42nd Annual Mission Inn Run, including:
 - all flyers distributed throughout Southern California
 - posters distributed throughout the Inland Empire
 - all registration forms
 - all event banners
 - the back of Run T-shirts
 - all course maps
- 5 complimentary runner entries
- Finish Line Banner (provided by sponsor)
- Verbal recognition by Run Announcer at the Run

VETS & MILITARY T-SHIRT SPONSOR

\$3,500 in cash

New for 2018 and exclusive to one sponsor! Your logo will be featured prominently on t-shirts for this select group of special participants and visible to thousands of spectators and runners present at the event!

Benefits Offered To You ...

- Exclusive logo placement rights on the t-shirts provided to veterans and military runners in the 5K, 10K, and 1/2 Marathon races
- Your name and/or logo with a link to your website will be featured on the Mission Inn Run website, www.missioninnmuseum.org, and all Mission Inn Run social media platforms
- Your name and/or logo will appear on all marketing and promotional materials used to advertise the 41st and 42nd Annual Mission Inn Run, including:
 - all flyers distributed throughout Southern California
 - posters distributed throughout the Inland Empire
 - all registration forms
 - all event banners
 - the back of Run T-shirts
 - all course maps
- 3 complimentary runner entries
- Verbal recognition by Run Announcer at the Run
- Vendor space for your organizational display at the Health Fair & Fitness Expo



Partner with the 41st Annual Mission Inn Run

BRONZE MEDAL SPONSOR

\$2,500 in cash and/or in-kind goods

Play a supporting role in the 41st Annual Mission Inn Run!

Benefits Offered To You ...

- Your name or logo with a link to your website will be featured on the Mission Inn Run website, www.missioninmuseum.org, and all Mission Inn Run social media platforms
- Your name or logo will appear on all marketing and promotional materials used to advertise the 41st and 42nd Annual Mission Inn Run, including:
 - all flyers distributed throughout Southern California
 - posters distributed throughout the Inland Empire
 - all registration forms
 - all event banners
 - the back of Run T-shirts
 - all course maps
- 5 complimentary runner entries
- Finish Line Banner (provided by sponsor)
- Verbal recognition by Run Announcer at the Run
- Vendor space for your organizational display at the Health Fair & Fitness Expo

PARTNERS OF THE MISSION INN RUN

\$1,000 in cash and/or in-kind goods

Show your support for the 41st Annual Mission Inn Run!

Benefits Offered To You ...

- Your name or logo will appear on all marketing and promotional materials used to advertise the 41st and 42nd Annual Mission Inn Run, including:
 - all flyers distributed throughout Southern California
 - posters distributed throughout the Inland Empire
 - all registration forms
 - all event banners
 - the back of all Run T-shirts
 - all course maps
- 2 complimentary runner entries
- Finish Line Banner (provided by sponsor)

****No vendor space***

"I've run nearly 50 marathons, countless half, 10k and 5k races and for this race to strike me as special really says a lot about the race organizers. I'm looking forward to next year's race and now that I've seen the lovely downtown area, I'll be sure to visit with my family this holiday season.

Great job!"

-Nikkie Mitchell, ½ Marathon Participant

RUN TEAM SPONSOR

\$1,000 in cash and/or in-kind goods

Show your employees your appreciation and get visibility for your business as a Run Team Sponsor, a great way to have your corporate team race in the 41st Annual Mission Inn Run! *This sponsorship can also be applied to supporting local student runners - please enquire with Run staff at runinfo@missioninnmuseum.org.*

You will also receive the following benefits:

- Your name (not logo) with a link to your website will be displayed on the Mission Inn Run website, www.missioninnmuseum.org
- Your name (not logo) will be displayed on the back of run T-shirts.
- 8 runner entries to send a team to the race! **No vendor space*
- Finish Line Banner (provided by sponsor)

FRIENDS OF THE MISSION INN RUN

\$500 in cash and/or in-kind goods

Designed for individuals who love and support the run!

Benefits Offered To You ...

- Your name or logo will appear on all marketing and promotional materials used to advertise the 41st and 42nd Annual Mission Inn Run, including:
 - all flyers distributed throughout Southern California
 - posters distributed throughout the Inland Empire
 - all registration forms
 - all Mission Inn Run banners
 - the back of all Run T-shirts
 - all course maps

**No vendor space *No entries*

VENDOR SPONSOR

\$500 in cash and/or in-kind goods

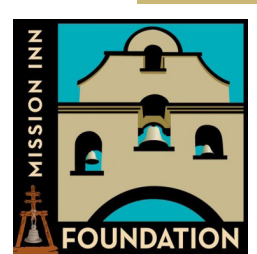
Designed for organizations that want more than just a Vendor Booth!

Participate as a vendor with a sponsorship role in the Mission Inn Run! A step above renting a vendor booth space, it's a great way to leverage your vendor opportunity!

Benefits Offered To You ...

- Vendor booth space for your organizational display at the Health Fair & Fitness Expo
- Your name or logo will appear on all marketing and promotional materials used to advertise the 41st and 42nd Annual Mission Inn Run, including:
 - all flyers distributed throughout Southern California
 - posters distributed throughout the Inland Empire
 - all registration forms
 - all Mission Inn Run banners
 - the back of all Run T-shirt
 - all course maps

**No entries*



COURSE SPONSOR

\$3,000-2,000 in cash and/or in-kind goods

Get your message to participants as they run by your logo, hydrate at the water stations, and approach the finish line. Your graphic or name will be displayed at water stations, at mile markers, and on a street graphic adhered to the course itself.

- Option #1: \$3,000 for Premier Placement. Only 2 opportunities available! Every one of the nearly 4,000 runners will pass by 2 premier water stations. This option includes signage at two mile markers.
- Option #2: \$2,000 for Optimal Placement. Only 6 opportunities available. This option includes signage at one mile marker.

COURSE MAP SPONSOR

\$2,500 in cash and/or in-kind goods

Exclusive to one sponsor!

This is a unique way to get your message to every participant. In 2018, the Mission Inn Run will be upgrading to a digital, cloud-based, interactive course map accessible from a mobile phone. Your organization will be credited as presenting the 2018 Mission Inn Run Map in all references in digital and print media, which will be accessed by runners, sponsors, supporters, and local residents. Be seen by thousands!

MILE MARKER SPONSOR

\$250 in cash and/or in-kind goods

As a Mile Marker Sponsor, your company will sponsor an official mile on the course, and will be recognized with course signage on your designated mile marker.

- Name or logo on course signage

(Mile markers are first come, first served basis)

VIRTUAL EVENT BAG SPONSOR

\$100 in cash standard placement or \$250 in cash for a premium placement

Delivering a better experience for participants and measurable results for sponsors!

Local sponsors and national brands have a unique way to deliver offers to the Mission Inn Run participants by quickly creating custom-branded bag inclusion without the need for graphic design or printing resources. The Mission Inn Run event bags will be delivered to the participants online so they can act on your offers at their own convenience. All virtual event bag sponsors receive real-time access to engagement reports that include a list of potential leads.

A LA CARTE WAYS TO SPONSOR

Do you want to specifically sponsor a logistical detail of the Run? Do you have in-kind goods that you want to donate? Here are some specific items that you can support!

- Equipment rentals
- Entertainment
- Runner bibs
- Chip timing
- Time management
- Course management
- Port-a-Potties
- Water / Gatorade
- Cheer teams, marching bands, or on-course entertainment
- Licensing and permitting
- Crossing guards
- Police fees
- Ambulance / First Aid Stations
- Medals
- T-shirts
- Marketing materials
- Printing
- Runner entries
- Runner refreshments
- Volunteer refreshments and support
- Prizes



CLARK'S NUTRITION® HEALTH FAIR & FITNESS EXPO SPONSORSHIPS

Great opportunities to target your sponsorship at the Health Fair & Fitness Expo

Clark's Nutrition® Health Fair & Fitness Expo Area Banner

\$250

Your logo in a prominent position on banner in Health & Fitness Expo area. (sponsor to provide banner)

Clark's Nutrition® Health Fair & Fitness Expo Street Graphic Sponsor

\$250 per graphic

Have your logo seen in the walking area at the Clark's Nutrition® Health Fair & Fitness Expo. We will place your 3x4' graphic on a special sticker that will adhere to the sidewalk or street where thousands of people will pass by. You can use your logo, or have a message to send people to your business or Expo booth.

Clark's Nutrition® Health Fair & Fitness Expo Area Demonstration

\$300

This is an opportunity for you to present a half hour (30-minute) demonstration at the Clark's Nutrition® Health Fair & Fitness Expo area. Sunday only, limited slots available. Ideal for Karate, Yoga, etc. and/or attracting interest in your vendor booth!



EVENT SPONSOR APPLICATION

41st Annual Mission Inn Run

COMPANY NAME

CONTACT NAME

ADDRESS

CITY, STATE, ZIP

E-MAIL

PHONE

DAY-OF-EVENT CONTACT NAME

DAY-OF-EVENT PHONE

I, for myself, my company and representatives, assume responsibility for loss, theft, or destruction of goods, or for personal injuries to myself, my agents, my employees, my representatives or my visitors and will hold harmless the City of Riverside, the Mission Inn Foundation, and Clark's Nutrition from any and all liability in connection with any or all of the event elements.

SIGNATURE

DATE

Please mail,
email or fax to:

Mission Inn Foundation/Mission Inn Run
3696 Main Street, Riverside, CA 92501
Phone 951-781-8241
Fax 951-341-6574
runinfo@missioninnmuseum.org
Email a high-resolution logo by Sept. 20 to ensure inclusion on t-shirts, banners, and other materials.

EVENT SPONSOR APPLICATION

41st Annual Mission Inn Run

SPONSORSHIP LEVEL		AMOUNT
Presenting Sponsor	\$30,000.00	\$
Gold Medal Sponsor	\$10,000.00	\$
Silver Medal Sponsor	\$5,000.00	\$
Bronze Medal Sponsor	\$2,500.00	\$
Recovery Center Sponsor	\$5,000.00	\$
Medal Ribbon Sponsor	\$5,000.00	\$
Veterans & Military T-Shirt Sponsor	\$3,500.00	\$
Partners of the Mission Inn Run	\$1,000.00	\$
Friends of the Mission Inn Run	\$500.00	\$
Vendor Sponsor *see also Vender & Exhibitor Application Packet	\$500.00	\$
Run Team Sponsor	\$1,000.00	\$
Course Sponsor	Option 1: \$3,000.00	\$
	Option 2: \$2,000.00	\$
Course Map Sponsor	\$2,500.00	\$
		\$
Mile Marker Sponsor	\$250.00	\$
Virtual Event Bag Sponsor	Standard Placement \$100.00	\$
	Premium Placement \$250.00	\$
Clark's Nutrition® Health Expo Area Banner	\$250.00	\$
Clark's Nutrition® Health Expo Street Graphic Sponsor	\$250.00	\$
Clark's Nutrition® Health Expo Area Demonstration	\$300.00	\$

METHOD OF PAYMENT

_____ CHECK ENCLOSED / CHECK NO.

_____ CREDIT CARD

_____ IN-KIND DONATION

MATERIALS & EST. VALUE:

_____ CARD NUMBER

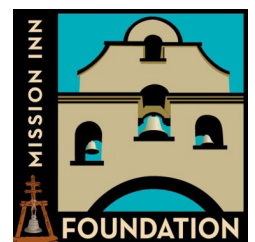
_____ EXPIRATION

_____ SEC. CODE

_____ INVOICE ME

_____ BILLING ZIP CODE

TOTAL \$ _____



Partner with the 41st Annual Mission Inn Run

Because of You...

Youth Ambassadors
share their
knowledge



Because of You...

Children reveal
their creativity



Because of You...

Students explore
local history

