



# NOVEMBER 9-10 VETERANS' DAY WEEKEND



## 42nd ANNUAL *Mission Inn Run*

Riverside, California

PRESENTED BY



IN PARTNERSHIP WITH



### SPONSORSHIP OPPORTUNITIES & APPLICATION PACKET

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

# PARTNER WITH THE 42ND 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 festivities, 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**

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.missioninmuseum.org](http://www.missioninmuseum.org) and all Mission Inn Run social media platforms
- Your name or logo will appear on marketing and promotional materials used to advertise the 42nd and 43rd Annual Mission Inn Run, which may include:
  - 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 race entries - perfect for your team or let us know if you would prefer to donate to veterans or students!
- Mile Marker recognition
- Finish Line Banner (provided by sponsor)
- Verbal recognition by Run Announcer
- Vendor space for your organizational display at the Health Fair & Fitness Expo



# GOLD MEDAL SPONSOR

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

Benefits offered to you ...

- Your name or logo with a link to your website will be featured on the Mission Inn Foundation website [www.missioninmuseum.org](http://www.missioninmuseum.org) and all Mission Inn Run social media platforms
- Your name or logo will appear on marketing/promotional materials used to advertise the 42nd and 43rd Annual Mission Inn Run, which may include:
  - all flyers distributed throughout Southern California
  - posters distributed throughout the Inland Empire
  - all registration forms
  - all event banners and signage
  - the back of run T-shirts
  - all course maps
- 15 race entries - perfect for your team or let us know if you would prefer to donate to veterans or students!
- Finish Line Banner (provided by sponsor)
- Verbal recognition by Run Announcer
- Vendor space for your organizational display at the Health Fair & Fitness Expo



Partner with the 42nd Annual Mission Inn Run

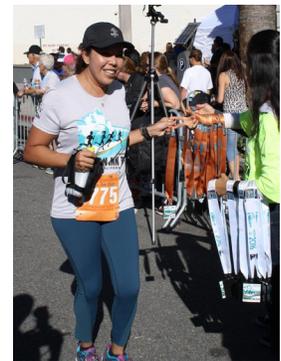
# SILVER MEDAL SPONSOR

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

**Be a key part of the 42nd 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](http://www.missioninnmuseum.org), and all Mission Inn Run social media platforms
- Your name or logo will appear on marketing and promotional materials used to advertise the 42nd and 43rd Annual Mission Inn Run, which may include:
  - all flyers distributed throughout Southern California
  - posters distributed throughout the Inland Empire
  - all registration forms
  - Event signage
  - the back of run T-shirts
  - all course maps
- 10 race entries - perfect for your team or let us know if you would prefer to donate to veterans or students!
- Finish Line Banner (provided by sponsor)
- Verbal recognition by Run Announcer
- Vendor space for your organizational display at the Health Fair & Fitness Expo



# FINISH LINE SPONSOR

**\$5,000 in cash**

**NEW FOR 2019 - EXCLUSIVE OPPORTUNITY!**

Benefits offered to you ...

- Premier placement of signage at the finish line along course barriers and main stage
- Your name or logo with a link to your website will be featured on the Mission Inn Foundation website, [www.missioninnmuseum.org](http://www.missioninnmuseum.org), and all Mission Inn Run social media platforms
- Your name or logo will appear on marketing and promotional materials used to advertise the 42nd and 43rd Annual Mission Inn Run, which may include:
  - all flyers distributed throughout Southern California
  - posters distributed throughout the Inland Empire
  - all registration forms
  - Event signage
  - the back of run T-shirts
  - all course maps
- 5 race entries - perfect for your team or let us know if you would prefer to donate to veterans or students!
- Verbal recognition by Run Announcer

# MEDAL RIBBON SPONSOR

**\$5,000 in cash**

**Exclusive opportunity: 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](http://www.missioninnmuseum.org), and all Mission Inn Run social media platforms
- Prominent display of Sponsor Banner at Finish Line (Sponsor to provide banner)
- Vendor space for your organizational display at the Health Fair & Fitness Expo
- Your name or logo will appear on marketing and promotional materials used to advertise the 42nd and 43rd Annual Mission Inn Run, which may include:
  - all flyers distributed throughout Southern California
  - posters distributed throughout the Inland Empire
  - all registration forms
  - Event signage
  - the back of run T-shirts
  - all course maps
- 5 race entries - perfect for your team or let us know if you would prefer to donate to veterans or students!
- Finish Line Banner (provided by sponsor)
- Verbal recognition by Run Announcer



# START LINE SPONSOR

**\$3,500 in cash**

**NEW FOR 2019 - EXCLUSIVE OPPORTUNITY!**

Benefits offered to you ...

- Premier placement of signage at the start line
- Your name and/or logo with a link to your website will be featured on the Mission Inn Run website, [www.missioninnmuseum.org](http://www.missioninnmuseum.org), and all Mission Inn Run social media platforms
- Your name and/or logo will appear on marketing and promotional materials used to advertise the 42nd and 43rd Annual Mission Inn Run, which may include:
  - all flyers distributed throughout Southern California
  - posters distributed throughout the Inland Empire
  - all registration forms
  - Event signage
  - the back of run T-shirts
  - all course maps
- 3 race entries - perfect for your team or let us know if you would prefer to donate to veterans or students!
- Verbal recognition by Run Announcer
- Vendor space for your organizational display at the Health Fair & Fitness Expo



Partner with the 42nd Annual Mission Inn Run

# BRONZE MEDAL SPONSOR

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

Benefits offered to you ...

- Your name or logo with a link to your website will be featured on the Mission Inn Run website, [www.missioninnmuseum.org](http://www.missioninnmuseum.org), and all Mission Inn Run social media platforms
- Your name or logo will appear on marketing and promotional materials used to advertise the 42nd and 43rd Annual Mission Inn Run, which may include:
  - all flyers distributed throughout Southern California
  - posters distributed throughout the Inland Empire
  - all registration forms
  - Event signage
  - the back of run T-shirts
  - all course maps
- 5 race entries - perfect for your team or let us know if you would prefer to donate to veterans or students!
- Finish Line Banner (provided by sponsor)
- Verbal recognition by Run Announcer
- 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 42nd Annual Mission Inn Run!**

Benefits offered to you ...

- Your logo will appear on marketing and promotional materials used to advertise the 42nd and 43rd Annual Mission Inn Run, which may include:
  - all flyers distributed throughout Southern California
  - posters distributed throughout the Inland Empire
  - all registration forms
  - Event signage
  - the back of all run T-shirts
  - all course maps
- 2 race entries - perfect for your team or let us know if you would prefer to donate to veterans or students!
- Finish Line Banner (provided by sponsor) **\*No vendor space**



*“Parking was accessible! Volunteers were helpful & cheerful. Lovely day! Got results quickly and also sent to my home computer along with photos!”*  
 -2018 ½ Marathon Participant

*“Enjoyed the small town feel for this event. The event was well supported with water stops and marked for direction. I felt safe with all the police support. Thanks for a great event.”*  
 -2018 10K Participant

# RUN TEAM SPONSOR

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

**Run with friends or co-workers and support our community!**

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 42nd Annual Mission Inn Run! *This sponsorship can also be applied to supporting veterans or local student runners - please inquire with staff at [runinfo@missioninnmuseum.org](mailto:runinfo@missioninnmuseum.org).*

You will also receive the following benefits:

- Your name or logo with a link to your website will be displayed on the Mission Inn Run website, [www.missioninnmuseum.org](http://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 (not logo) will appear on marketing and promotional materials used to advertise the 42nd and 43rd Annual Mission Inn Run, which may include:
  - all flyers distributed throughout Southern California
  - posters distributed throughout the Inland Empire
  - all registration forms *\*No vendor space*
  - Event signage *\*No entries*
  - the back of all run t-shirts
  - all course maps



# 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 marketing and promotional materials used to advertise the 42nd and 43rd Annual Mission Inn Run, including:
  - all flyers distributed throughout Southern California
  - posters distributed throughout the Inland Empire
  - all registration forms
  - Event signage
  - the back of all run t-shirts
  - 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 one premier water station and two mile markers.
- Option #2: \$2,000 for Optimal Placement. Only 6 opportunities available. This option includes signage at one water station and 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 upgraded to a digital, cloud-based, interactive course map accessible from a mobile phone. Your organization will be credited as presenting the 2019 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 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

## 42nd Annual Mission Inn Run

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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.

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SIGNATURE

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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

## 42nd Annual Mission Inn Run

SPONSORSHIP LEVEL		AMOUNT
Presenting Sponsor	\$30,000.00	\$
Gold Medal Sponsor	\$10,000.00	\$
Silver Medal Sponsor	\$5,000.00	\$
Finish Line Sponsor	\$5,000.00	\$
Medal Ribbon Sponsor	\$5,000.00	\$
Start Line Sponsor	\$3,500.00	\$
Bronze Medal Sponsor	\$2,500.00	\$
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	\$
<i>Clark's Nutrition® Health Expo Area</i>		
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 42nd 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

