



719 Mission Street
So. Pasadena, CA 91030

T 323-895-4167

Esanch82@calstatela.edu

Dear City Council Members,

The 5th Annual Conquer The Overlook 5K, Taco Fiesta Bar & Beer Garden is just around the corner, August 11, 2018 at the Culver City Scenic Overlook. I would like to request for your consideration to sponsorship the event. As a sponsor you will help us promote a healthy life style and the city supports a worthy non-profit organization. Alternatives to Violence Project is an approach to integrating the skills of Transformative Justice. The workshops engages in interactive practices designed to enhance awareness, self-esteem, nonviolent communication, conflict transformation, and community building. Together we can continue to support volunteers to facilitate workshops in our communities and we can promote a Jewel of the city and bring people from all over who live and visit the city. I would like the city council to join us on an amazing evening. Please consider the following:

- *Promote Conquer the Overlook 5k run event.*
- *Sponsorship of \$2000.00 will give 40 entries to distribute to youth in Culver City. Free entries will be distribute to different schools.*
- *Official Race Sponsor of \$2000.00 will go towards benefiting Aztlan Athletics and Alternatives to Violence Project.*
- *Invitation for Council Members to attend and speak during the event.*

Registration to the Run/Walk includes:

- *A commemorative blended premium t-shirt.*
- *Commemorative Finisher medal for each participant.*
- *Access to Beer Garden sponsored by El Segundo Brewery and DJ entertainment.*
- *Taco Fiesta Bar*

The 5K starts at 6:00 P.M. Followed by the food and entertainment until 10:00 P.M.

We graciously ask that you consider sponsoring the event this year. The levels of support are outlined on the enclosed sponsorship form.

If you have any questions please feel free to call the sponsorship manager, Elizabeth Sanchez, at (323) 895-4167 or e-mail Esanch82@calstatela.edu

I appreciate your willingness to review this request

Kindest Regards,

Elizabeth Sanchez
Conquer The Overlook 5K, Taco Fiesta Bar
323-895-4167



Sponsorship Opportunities

Official Race Sponsor \$2000.00

Your Company Logo prominently positioned in all printed and online marketing materials including:

- Your company logo displayed on Commemorative T-Shirts
- Run Website
- Race day banners
- Recognition on banner display at the Finish Line and Stage including announcements during the event.
- Vendor Booth and Expo Exhibitor positioned next to the Stage.

Water Station Sponsor \$1000

- Your company logo displayed on the run commemorative T-shirt and event website (1/2 the size of the Official race sponsor).
- Poster at Water Station on the race course.

Expo Exhibitor | Vendor Booth \$350-\$500

- Your Company Logo displayed on the race event website.
- Exhibit Booth, 6' Table, and 2 Chair positioned at the Expo in order to promote your Expo Exhibitor/Vendor Booth

In-Kind Gift Donations

Acknowledgement at the event for the contribution.

- Bottled Water
- Cases of Oranges & Bananas
- Coffee & Cups
- Bagels

Gift Certificates – Awards

- Your Company Logo displayed on the event website and recognition at the event.
- Donate 6 Gift Certificates to be awarded to race winners.



Yes! I want to be a Sponsor:

- ☐ Official race sponsor (\$2000.00)
- ☐ 40 entries for youth (\$2000.00)
- ☐ Water station sponsor \$1000.00
- ☐ Expo exhibitor \$350
Vendor - Booth \$500.00
- ☐ Gift certificate Award Sponsor
- ☐ In-Kind Gift Donation

Please fill-in this form completely:

Sponsor Contact Information (please PRINT clearly)

Contact Name: _____

Title: _____

Phone Number: _____

Email: _____

Address: _____



Email your Company Logo Artwork file:

We update the event website on a biweekly basis and will include your logo during our scheduled updates. The preferred electronic format for the logos is ai or vectorized; a high resolution, clear background, print ready artwork.

Name as you would like to be acknowledged at the Event and online: (Individual and/or Company Name):

Sponsorship Payment

Conquer the Overlook and Aztlan 5k make Check Payable to: Aztlan Athletics

PO BOX 2781
7911 Imperial Hwy
Downey CA 90242-9998

- **Send an email to Esanch82@calstatela.edu or call Elizabeth Sanchez @ (323)895-4167**