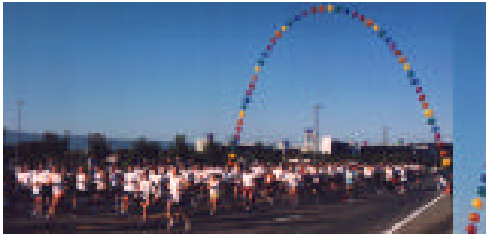




7th Annual Trailblazer Race

October 8, 2000



Premier 10K in Mountain View!

Here's your opportunity to promote your business and enrich your community all in one day.

Located in one of the Bay Area's most popular venues, the Trailblazer Race is growing in popularity each year. 2000 participants and countless spectators are anticipated at this year's event.

Our extensive promotion campaign starts early and includes fliers, direct mailers, posters, television and radio coverage specifically targeting the Silicon Valley.

The different levels of sponsorship are specifically designed for different size and type of businesses. Depending upon the level of contribution, sponsors receive valuable exposure in race collateral as well as promotion at the event.

This is a fantastic opportunity to target your potential customers—the people in your community.

Fun for the whole family!

For the serious runner, there are fast, flat, USATF/RRTC Certified 5K & 10K courses that loop through the scenic Shoreline Park. The 10K course is wheelchair accessible.

For kids, there are competitive races on the grass in Charleston Park. Youth races are scheduled after the feature races so that parents can both participate and cheer for the kids.

For walkers and families, a 4K Nature Walk is a scenic and educational addition.



Celebrate the creation of the Stevens Creek Trail

The Stevens Creek Trail and Wildlife Corridor is a multi-purpose path beginning at Shoreline Park in Mountain View and, with your help, soon connecting with trails and hundreds of acres of parks and open space in the Bay Area. By sponsoring the race, you and your company will be helping create an aesthetic place to walk, run, bike, rollerblade or to just enjoy the natural setting.

Party! Party! Party!

Join the great post-race party with fabulous food and terrific prizes.

Sponsors are invited to set-up booths, creating a carnival-like atmosphere at the start/finish line where Trailblazer participants and fans gather for post-race refreshments, awards, and prizes. This gathering spot represents a wonderful opportunity for our sponsors to display and demo their products and services.

For more information, call us at 408-255-5780 or visit our web site at www.stevenscreek.com/friends

10K Race • 5K Race • Nature Walk • Youth Races



Presenting Sponsor \$30,000

Sponsorship Guide



- logo have premiere presence in television, radio and newspaper advertising.
- Company name and logo dominantly displayed on race brochures direct mailed to 25,000 bay area runners.
- Company name and logo dominantly displayed on 15,000 race fliers distributed at bay area races from June through October.
- Company logo dominantly displayed on large banner over El Camino Real in Mountain View.
- Company name and logo dominantly displayed on glossy, color race posters distributed throughout the bay area.
- Company name, logo and web link on Trailblazer Race Web Site.
- Company executive as official starter for the 5K & 10K races.
- Company name and logo prominent on all participant and volunteer T-shirts.
- Company logo on all race bibs.
- 50 race day public announcements by event emcee.
- Prominent Corporate 10x10 booth at event.
- Dominant placement of up to 5 corporate banners on race day.
- Complimentary Corporate Team entry

10K Race sponsor \$10,000

10K Race • 5K Race • Nature Walk • Youth Races



Exclusive sponsor for:

10K Race on

Sponsorship Guide

***Premier 10K race
(Main Event)
of
Silicon Valley
in
Mountain View
referred to as
“Your Company Name”
event***

- Company name and/or logo have dominant presence in television, radio and newspaper advertising.
- Company name and logo on race brochures direct mailed to 25,000 bay area runners.
- Company name and logo on 15,000 race fliers distributed at bay area races from June through October.
- Company name and logo on glossy, color race posters distributed throughout the bay area.
- Company name, logo and web link on Trailblazer Race Web Site.
- Company name and logo on all participant and volunteer T-shirts.
- 25 race day public announcements by event emcee.
- Choice display space for up to 2 race day banners.
- Prominent 10x10 booth on race day
- Company promotional material in participant “goodie bags”
- Complimentary Corporate Team entry



Associate Sponsor \$5,000

Exclusive sponsor for: 5K Race on

Sponsorship Guide

*Premier 5K race
of
Silicon Valley
in
Mountain View
referred to as
“Your Company Name”
event*

- Company name and/or logo have dominant presence in television, radio and newspaper advertising.
- Company name and logo on race brochures direct mailed to 25,000 bay area runners.
- Company name and logo on 15,000 race fliers distributed at bay area races from June through October.
- Company name and logo on glossy, color race posters distributed throughout the bay area.
- Company name, logo and web link on Trailblazer Race Web Site.
- Company name and logo on all participant and volunteer T-shirts.
- 25 race day public announcements by event emcee.
- Choice display space for up to 2 race day banners.
- Prominent 10x10 booth on race day
- Company promotional material in participant “goodie bags”
- Complimentary Corporate Team entry

Associate Sponsor \$5,000

10K Race • 5K Race • Nature Walk • Youth Races



Exclusive sponsor for:

Nature Walk

Sponsorship Guide

*Nature Walk
referred to as
"Your Company Name"
event*

- Company name and/or logo have dominant presence in television, radio and newspaper advertising.
- Company name and logo on race brochures direct mailed to 25,000 bay area runners.
- Company name and logo on 15,000 race fliers distributed at bay area races from June through October.
- Company name and logo on glossy, color race posters distributed throughout the bay area.
- Company name, logo and web link on Trailblazer Race Web Site.
- Company name and logo on all participant and volunteer T-shirts.
- 25 race day public announcements by event emcee.
- Choice display space for up to 2 race day banners.
- Prominent 10x10 booth on race day
- Company promotional material in participant "goodie bags"
- Complimentary Corporate Team entry

Associate Sponsor \$5,000

Exclusive sponsor for:

10K Race • 5K Race • Nature Walk • Youth Races



Sponsorship Guide

***Youth Races
In
Charleston Park
referred to as
“Your Company Name”
event***

Youth Races in Charleston Park

- Company name and/or logo have dominant presence in television, radio and newspaper advertising.
- Company name and logo on race brochures direct mailed to 25,000 bay area runners.
- Company name and logo on 15,000 race fliers distributed at bay area races from June through October.
- Company name and logo on glossy, color race posters distributed throughout the bay area.
- Company name, logo and web link on Trailblazer Race Web Site.
- Company name and logo on all participant and volunteer T-shirts.
- 25 race day public announcements by event emcee.
- Choice display space for up to 2 race day banners.
- Prominent 10x10 booth on race day
- Company promotional material in participant “goodie bags”
- Complimentary Corporate Team entry

Associate Sponsor \$5,000

Sponsorship Guide

Exclusive sponsor for:

10K Race • 5K Race • Nature Walk • Youth Races



***Hottest
Corporate Team
Challenge
of
Silicon Valley
referred to as
"Your Company Name"
event***

- Company name and/or logo have dominant presence in television, radio and newspaper advertising.
- Company name and logo on race brochures direct mailed to 25,000 bay area runners.
- Company name and logo on 15,000 race fliers distributed at bay area races from June through October.
- Company name and logo on glossy, color race posters distributed throughout the bay area.
- Company name, logo and web link on Trailblazer Race Web Site.
- Company name and logo on all participant and volunteer T-shirts.
- 25 race day public announcements by event emcee.
- Choice display space for up to 2 race day banners.
- Prominent 10x10 booth on race day
- Company promotional material in participant "goodie bags"
- Complimentary Corporate Team entry

***Corporate Team
Challenge***

Associate Sponsor \$5,000

Sponsorship Guide

Exclusive sponsor for:

10K Race • 5K Race • Nature Walk • Youth Races



***Exclusive
Sponsor
of
Grand Prize
referred to as
“Your Company Name”
Grand Prize***

- Company name and/or logo have dominant presence in television, radio and newspaper advertising.
- Company name and logo on race brochures direct mailed to 25,000 bay area runners.
- Company name and logo on 15,000 race fliers distributed at bay area races from June through October.
- Company name and logo on glossy, color race posters distributed throughout the bay area.
- Company name, logo and web link on Trailblazer Race Web Site.
- Company name and logo on all participant and volunteer T-shirts.
- 25 race day public announcements by event emcee.
- Choice display space for up to 2 race day banners.
- Prominent 10x10 booth on race day
- Company promotional material in participant “goodie bags”
- Complimentary Corporate Team entry

Grand Prize

Media Sponsor

Sponsors promoting the event through Television, Radio, or Newspaper

Sponsorship Guide

10K Race • 5K Race • Nature Walk • Youth Races



dominant presence in television, radio and newspaper advertising.

- Company name and logo on race brochures direct mailed to 25,000 bay area runners.
 - Company name and logo on 15,000 race fliers distributed at bay area races from June through October.
 - Company name and logo on glossy, color race posters distributed throughout the bay area.
 - Company name, logo and web link on Trailblazer Race Web Site.
 - Company name and logo on all participant and volunteer T-shirts.
 - 25 race day public announcements by event emcee.
 - Choice display space for up to 2 race day banners.
 - Prominent 10x10 booth space on race day
 - Company promotional material in participant “goodie bags”
-
- Company name and/or logo have

Product Sponsor

Provides an ample supply of product for all participants and volunteers

10K Race • 5K Race • Nature Walk • Youth Races



Sponsorship Guide

- Company name and logo displayed on glossy, color race posters distributed throughout the bay area.
 - Company name, logo and web link on Trailblazer Race Web Site.
 - Company name and logo on all participant and volunteer T-shirts.
 - 10 race day public announcements by event emcee.
 - Prominent location for your 10x10 booth on race day.
 - Prominent placement of up to 2 banners on race day.
 - Company promotional material in participant “goodie bags”
 - Two complimentary race T Shirts
-
- Company and product name included in 25,000 direct mail race brochures.

10K Race • 5K Race • Nature Walk • Youth Races



Plus Options to Sponsor



Team Sponsor

\$250

Sponsor your company team or a Special Olympic or high school track team.

- Your team or company name on team shirts.

Race Results

\$500

Sponsor race results mailing to all racers

- Your company name on results postcards.

Race Bibs

\$1,000

Sponsor race day bibs for all participants

- Your company name and logo on bibs for all participants.

Mile Markers

\$500

Exclusive sponsor for one of the mile markers on the 10K, 5K or Nature Walk Courses.

- Your company name on decorative and prominent overhead mile marker banners.

Awards

\$1000

10K Race • 5K Race • Nature Walk • Youth Races



Exclusive sponsor of all race day awards

- Your company recognized as the exclusive sponsor of race awards for top 3 racers in each age group.

10K Race • 5K Race • Nature Walk • Youth Races