



Trailblazer Race 2002

Sunday September 29

La Avenida Trailhead



Premier Fun Run in Mountain View!

Promote your business and sponsor this exciting one-day community family event.

Located in one of the Bay Area's most popular venues, the Trailblazer Race is growing in popularity each year. Nearly 1000 participants and numerous 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.

Sponsorship levels vary for different sizes and types of businesses. Sponsors receive valuable exposure in race collateral as well as promotion at the event in proportion to their level of contribution.

This popular and high-energy event is a valuable opportunity to target some of your key customers - the people of your local community.

Fun for the whole family!

The fast and flat runs begin on La Avenida and enter Stevens Creek Trail, and the 10K circles Shoreline Park. Non-runners now get a 5K Trail Walk on Stevens Creek Trail completely apart from the runners. These events are wheelchair accessible.

Younger family members can register for free races for children scheduled after the main events so that parents can both participate and cheer for their kids.



Award-winning Stevens Creek Trail

The Stevens Creek Trail and Wildlife Corridor begins near the Bay at Shoreline Park in Mountain View. Help us extend and connect it with other trails and hundreds of acres of parks and open space in the Bay Area. By sponsoring the race, you and your company will support this aesthetic place to walk, run, bike, rollerblade or just enjoy the natural setting.

Party! Party! Party!

Afterwards join the post-race party in the festival area with food and prizes. Sponsors, vendors, and local businesses are invited to set-up booths and create a fun atmosphere where participants and fans mingle for refreshments, awards, and prizes. It's a choice opportunity to display your products or services.

Call Susie for more info at
408-255-5780 or 650-903-6067, fax 408-255-5781.

22221 McClellan Road,
Cupertino, CA 95014

Email: exec-dir@stevenscreektrail.org

Web: www.stevenscreektrail.org

10K Race · 5K Race · Trail Walk · Children's Races



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Presenting Sponsor \$20,000: *Microsoft*
SOLD!

Sponsorship Guide

Presenting Sponsor
Trailblazer total event
referred to
as
Trailblazer Race 2002
presented by
Microsoft

**Company name and logo
has dominant presence on:**

- 10,000+ race brochures mailed to runners and distributed at Bay Area races starting in June.
- Color race posters distributed throughout the Bay Area.
- All participant & volunteer T-shirts.
- Trailblazer Race Web Page.

Also:

- Company logo has dominant presence on 2 large banners over El Camino Real in Mountain View.
- Company executive invited as official starter for the 5K & 10K races.
- Company logo on all race bibs.
- Corporate 10' x 10' booth space at event.
- 20 race day public announcements by emcee.
- Prominent placement of up to 3 banners from sponsor on race day.
- Complimentary Corporate Team entry.
- 5 complimentary race t-shirts.



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10K Race Sponsor \$10,000

Sponsorship Guide

Company name and logo has prominent presence on:

Exclusive Sponsor
10K Race
(Main Event)
referred to
as
10K sponsored by "Sponsor Name"

- 10,000+ race brochures mailed to runners and distributed at Bay Area races starting in June.
- Color race posters distributed throughout the Bay Area.
- All participant & volunteer T-shirts.
- Trailblazer Race Web Site.

Also:

- Company logo has prominent presence on 2 large banners over El Camino Real in Mountain View.
- Corporate 10' x 10' booth space at event.
- 10 race day public announcements by emcee.
- Prominent placement of 2 banners from sponsor on race day.
- Complimentary Corporate Team entry.
- 2 complimentary race t-shirts.



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5K Race Sponsor \$5,000

Sponsorship Guide

Exclusive Sponsor

*5K Race
referred to
as*

*5K sponsored by
"Sponsor Name"*

Company name and logo has prominent presence on:

- 10,000+ race brochures mailed to runners and distributed at Bay Area races starting in June.
- Color race posters distributed throughout the Bay Area.
- All participant & volunteer T-shirts.
- Trailblazer Race Web Site.

Also:

- Company logo has prominent presence on large banner over El Camino Real in Mountain View.
- Corporate 10' x 10' booth space at event.
- 10 race day public announcements by emcee.
- Prominent placement of 2 banners from sponsor on race day.
- Complimentary Corporate Team entry.
- Complimentary race t-shirt.



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Trail Walk Sponsor \$3,000

Sponsorship Guide

Exclusive Sponsor
Trail Walk
referred to
as
Trail Walk sponsored by
“Sponsor Name”

Company name and logo has prominent presence on:

- 10,000+ race brochures mailed to runners and distributed at Bay Area races starting in June.
- Color race posters distributed throughout the Bay Area.
- All participant & volunteer T-shirts.
- Trailblazer Race Web Site.

Also:

- Corporate 10' x 10' booth space at event.
- 5 race day public announcements by emcee.
- Prominent placement of a banner from sponsor on race day.
- Complimentary race t-shirt.



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Grand Prize Sponsor \$2,000

SOLD!

Race Awards Sponsor \$1,000

SOLD!

Sponsorship Guide

**Company name and logo
has presence on:**

Exclusive Sponsor
Grand Prize
referred to
as
Grand Prize sponsored by
“Sponsor Name”

- 10,000+ race brochures mailed to runners and also distributed at Bay Area races from June though October.
- Color race posters distributed throughout the Bay Area.
- All participant & volunteer T-shirts.
- Trailblazer Race Web Site.

Also:

- Corporate 10' x 10' booth space at event.
- 5 race day public announcements by emcee.
- Complimentary race t-shirt.



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Race Timing \$2000

SOLD!

Sponsorship Guide

**Company name and logo
has presence on:**

**Exclusive Sponsor
Race Timing**

***referred to
as***

***Race Timing sponsored by
"Sponsor Name"***

- 10,000+ race brochures mailed to runners and distributed at Bay Area races starting in June.
- Color race posters distributed throughout the Bay Area.
- All participant & volunteer T-shirts.
- Trailblazer Race Web Site.

Also:

- Corporate 10' x 10' booth space at event.
- 3 race day public announcements by emcee.
- Complimentary race t-shirt.



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Children's Races Sponsor \$1,000

Sponsorship Guide

*Exclusive Sponsor
Children's Races
referred to
as
Children's Races
sponsored by
"Sponsor Name"*

Company name and logo has prominent presence on:

- 10,000+ race brochures mailed to runners and distributed at Bay Area races starting in June.
- Color race posters distributed throughout the Bay Area.
- All participant & volunteer T-shirts.
- Trailblazer Race Web Site.

Also:

- 3 race day public announcements by emcee.
 - Complimentary race t-shirt.
-

Climbing-Wall Sponsor \$1000

Sponsorship Guide

Climbing Wall
will be
prominently placed in Festival
Area

Company name and logo has presence on:

- 10,000+ race brochures mailed to runners and distributed at Bay Area races starting in June.
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- All participant & volunteer T-shirts.
- Trailblazer Race Web Site.

Also:

- 3 race day public announcements by emcee.



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Race Bibs Sponsor \$1,000

SOLD

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has presence on:**

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- Color race posters distributed throughout the Bay Area.
- All participant & volunteer T-shirts.
- Trailblazer Race Web Site.

Also:

- 3 race day public announcements by emcee.
- Company logo prominent on all race bibs.



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Brochure Printing Sponsor \$1,000

Brochure Paper Sponsor \$1,000

Sponsorship Guide

May be made as cash or as "in-kind" donation of goods or services.

Company name and logo has presence on:

- Credited as "The Sponsor of " on 10,000+ race brochures mailed to runners and distributed at Bay Area races starting in June.
- Color race posters distributed throughout the Bay Area.
- All participant & volunteer T-shirts.
- Trailblazer Race Web Site.

Also:

- 3 race day public announcements by emcee.
- Company logo prominent on all race bibs.



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Print/TV/Radio Sponsors - \$500 value or more

Sponsorship Guide

May be made as cash or as "in-kind" donation of goods or services.

Print: Available
TV: Available
Radio: Available

Company name and logo has presence on:

- 10,000+ race brochures mailed to runners and distributed at Bay Area races starting in June.
- Color race posters distributed throughout the Bay Area.
- All participant & volunteer T-shirts.
- Trailblazer Race Web Site.

Also:

- 3 race day public announcements by emcee.

Food or Drinks Sponsors \$500 value or more

Sponsorship Guide

May be made as cash or as "in-kind" donation of goods or product.

Company name and logo has presence on:

- 10,000+ race brochures mailed to runners and distributed at Bay Area races starting in June.
- Color race posters distributed throughout the Bay Area.
- All participant & volunteer T-shirts.
- Trailblazer Race Web Site.

Also:

- 3 race day public announcements by emcee.



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Mile Marker Sponsor \$500 each

Sponsorship Guide

The sponsor's name to appear on overhead mile markers on the 10K, 5K or Trail Walk Courses.

Mile 1	<u>SOLD!</u>
Mile 2	<u>SOLD!</u>
Mile 3	available
Mile 4	available
Mile 5	available

Company name and logo has presence on:

- 10,000+ race brochures mailed to runners and distributed at Bay Area races starting in June.
- Color race posters distributed throughout the Bay Area.
- All participant & volunteer T-shirts.
- Trailblazer Race Web Site.

Also:

- 3 race day public announcements by emcee.

Festival Area Booth Spaces (8 available):

For-Profit Businesses \$100
Non-Profit Organizations - free