



Trailblazer Race 2005

Sunday September 25

Mountain View, CA

Benefit for the Friends of Stevens Creek Trail



Premier Fun Run

Reach out to an involved, informed, and affluent local market! Promote your business by sponsoring this exciting one-day community family event!

The Trailblazer is a premier Silicon Valley race and a popular Bay Area event. Over 1000 participants and spectators are expected at this year's 11th Trailblazer.

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

Sponsorship levels vary for different sizes and types of businesses. Sponsors can receive valuable exposure in our pre-race advertising as well as during the event. This prospectus gives details of each sponsorship level.

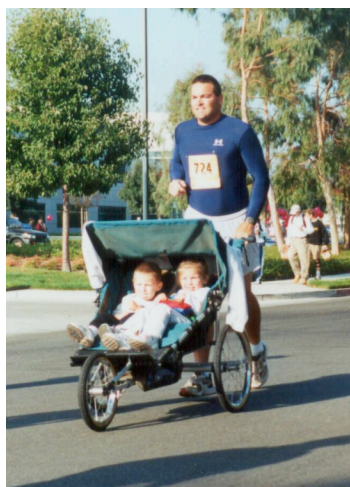
This popular and high-energy event is a great opportunity to target key customers of your local community – and we have plenty of free parking!

Fun - Health - Fitness for the whole family

Our fast, flat 5K/10K Races are USA Track & Field Certified. They enter Stevens Creek Trail at La Avenida. At Shoreline Park the 5K turns back while the 10K circles it.

Non-runners enjoy a 5K Trail Walk on Stevens Creek Trail completely apart from the runners. All of our events are wheelchair accessible.

Younger family members may register for free races for children scheduled after the main events so that parents can first race or walk and then 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. The Friends of Stevens Creek Trail is a 501(C)(3) non-profit group focused on promoting, enhancing, and extending the trail and wildlife corridor. Your sponsorship will help us support this special place to walk, run, bike, bird watch, and just enjoy nature. Donations are tax-exempt.

Festival Area Booths

Afterwards join in the festival area's food, drinks, awards and prizes. A complimentary booth spot is included with many sponsorship levels to show your products where participants and fans mingle. Other businesses may set-up booths for a nominal fee. For additional publicity, donate a prize to our raffle!

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

**22221 McClellan Road,
Cupertino, CA 95014**

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**Benefit for the Friends of
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Presenting Sponsor \$20,000: *Microsoft*

SOLD!

Sponsorship Guide

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

Presenting Sponsor
Trailblazer total event
referred to
as
Trailblazer Race 2005
presented by
Microsoft

- 10,000+ race brochures mailed to runners and distributed at Bay Area races starting in June.
- Color race posters distributed in 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 emcee announcements.
- Prominent placement of up to 3 banners from sponsor on race day.
- 5 complimentary race T-shirts.



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**Benefit for the Friends of
Stevens Creek Trail**

10K Race Sponsor \$10,000

Sponsorship Guide

Company name and logo have prominent presence on:

Exclusive Sponsor

***10K Race
(Main Event)
referred to
as***

***10K Race sponsored by
"Sponsor Name"***

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

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.
- 2 complimentary race T-shirts.



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**Benefit for the Friends of
Stevens Creek Trail**

5K Race Sponsor \$5,000

Sponsorship Guide

Company name and logo have prominent presence on:

Exclusive Sponsor

***5K Race
referred to
as***

***5K sponsored by
“Sponsor Name”***

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

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 race T-shirt.



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**Benefit for the Friends of
Stevens Creek Trail**

Trail Walk Sponsor \$3,000

SOLD!

Sponsorship Guide

**Company name and logo
have prominent presence on:**

Exclusive Sponsor

***Trail Walk
referred to
as***

***Trail Walk sponsored by
"Sponsor Name"***

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

Also:

- Banner at Walk Start
- Race day public announcement by emcee.
- Complimentary race T-shirt.



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**Benefit for the Friends of
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**Race Timing \$2,000 or
Grand Prize Sponsor \$2,000**

Sponsorship Guide

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

Exclusive Sponsor

Race Timing

or

Grand Prize

referred to

as

sponsored by

“Sponsor Name”

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

Also:

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



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**Benefit for the Friends of
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Race Bibs Sponsor \$1,500

SOLD!

Sponsorship Guide

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

Official Sponsor
Race Bibs

***referred to
as***

***Race Bibs sponsored by
"Sponsor Name"***

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

Also:

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



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**Benefit for the Friends of
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Race Awards Sponsor \$1,000

Sponsorship Guide

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

Exclusive Sponsor

Grand Prize

***referred to
as***

***Grand Prize sponsored by
“Sponsor Name”***

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

Also:

- Race day public announcement 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 have prominent presence on:

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

Also:

- Race day public announcement by emcee.
- Complimentary race T-shirt.



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Brochure Printing Sponsor \$1,000

Brochure Paper Sponsor \$1,000

Sponsorship Guide

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

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

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

Also:

- Race day public announcement by emcee.
- Complimentary race T-shirt.



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

Sponsorship Guide

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

Company name and logo have presence on:

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

Also:

- Race day public announcement 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 have presence on:

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

Also:

- Race day public announcement by emcee.



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**Benefit for the Friends of
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5/10K Race Mile 1 Banner \$750 *SOLD!*
5/10K Race 1 Mile to Go Banner \$750 *SOLD?*

10K runners see all Race banners; 5K runners see Mile 1 and 1 Mile to Go.

10K Race Mile 2, 3, 4 Banners \$500 each *SOLD?*
Trail Walk Mile 1, 2 Banners \$500 each *SOLD!*

Sponsorship Guide

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

Company name and logo have presence on:

- An overhead mile marker banner.
- 10,000+ race brochures mailed to runners and distributed at Bay Area races starting in June.
- Color race posters distributed in the Bay Area.
- All participant & volunteer T-shirts.
- Trailblazer Race Web Page.
- Race day public announcement by emcee.

Festival Area Booth Spaces:

For-Profit Businesses
\$100

Non-Profit Organizations
- free