



## Trailblazer Race & Trail Walk Sunday September 30, 2007 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 13th 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.

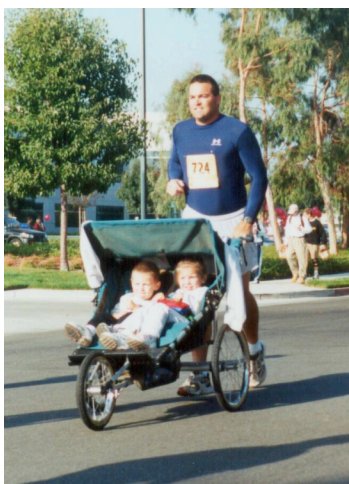
This popular and high-energy event is a great opportunity to target key customers of your local community – and we have plenty of free parking!

#### 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 for more info at  
408-255-5780 (-5781 fax).**

22221 McClellan Road,  
Cupertino, CA 95014

[exec-dir@stevenscreektrail.org](mailto:exec-dir@stevenscreektrail.org)

[www.stevenscreektrail.org](http://www.stevenscreektrail.org)

**10K Race • 5K Race • Trail Walk • Children's Races**



Trailblazer Race & Trail Walk  
Sunday September **30, 2007**  
Mountain View, CA  
Benefit for the  
Friends of Stevens Creek Trail

---

Presenting Sponsor \$10,000: **Microsoft®**

**SOLD!**

Sponsorship Guide

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

**Presenting Sponsor**

referred to  
as  
*Trailblazer Race*  
*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.



Trailblazer Race & Trail Walk  
Sunday September 30, 2007  
Mountain View, CA  
Benefit for the  
Friends of Stevens Creek Trail

---

## 10K Race Sponsor \$10,000

### Sponsorship Guide

**Exclusive Sponsor**

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



**Trailblazer Race & Trail Walk**  
**Sunday September 30, 2007**  
**Mountain View, CA**  
**Benefit for the**  
**Friends of Stevens Creek Trail**

---

## **5K Race Sponsor \$5,000**

### **Sponsorship Guide**

#### **Exclusive Sponsor**

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

***5K 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 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.



Trailblazer Race & Trail Walk  
Sunday September **30, 2007**  
Mountain View, CA  
Benefit for the  
Friends of Stevens Creek Trail

---

**Trail Walk Sponsor \$3,000    *SOLD!***

Sponsorship Guide

**Exclusive Sponsor**

***Trail Walk***

***referred to***

***as***

***Trail Walk 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:**

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



Trailblazer Race & Trail Walk  
Sunday September **30, 2007**  
Mountain View, CA  
Benefit for the  
Friends of Stevens Creek Trail

---

## Children's Races Sponsor \$2,000 **SOLD!**

### 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.



**Trailblazer Race & Trail Walk**  
**Sunday September 30, 2007**  
**Mountain View, CA**  
**Benefit for the**  
**Friends of Stevens Creek Trail**

---

## **Race Timing \$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.



Trailblazer Race & Trail Walk  
Sunday September 30, 2007  
Mountain View, CA  
Benefit for the  
Friends of Stevens Creek Trail

---

## Race Awards Sponsor \$2,000

### Sponsorship Guide

### Company name and logo have presence on:

#### Exclusive Sponsor

#### *Race Awards*

#### *referred to as*

#### *Race Awards 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.





Trailblazer Race & Trail Walk  
Sunday September **30, 2007**  
Mountain View, CA  
Benefit for the  
Friends of Stevens Creek Trail

---

**Race Bibs Sponsor \$1,650     *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.



**Trailblazer Race & Trail Walk**  
**Sunday September 30, 2007**  
**Mountain View, CA**  
**Benefit for the**  
**Friends of Stevens Creek Trail**

---

**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.



**Trailblazer Race & Trail Walk**  
**Sunday September 30, 2007**  
**Mountain View, CA**  
**Benefit for the**  
**Friends of Stevens Creek Trail**

---

## **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.



**Trailblazer Race & Trail Walk**  
**Sunday September 30, 2007**  
**Mountain View, CA**  
**Benefit for the**  
**Friends of Stevens Creek Trail**

---

<b>Mile 1 Banner</b>	<b>\$750</b>	
<b>1 Mile to Go Banner</b>	<b>\$750</b>	<b><i>SOLD!</i></b>

(The "Mile 1" and "1 Mile to go" markers are seen by both the 5K and 10K runners.)

<b>Mile 2, 3, 4 Banners</b>	<b>\$500 each</b>
-----------------------------	-------------------

### **Sponsorship Guide**

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

Mile 1

Mile 2

Mile 3

Mile 4

1 Mile to go

### **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**