



SPONSOR OPPORTUNITIES

The 20th Annual Dinosaur Dash Run for Education

5k and 10k races and 2k “fun run.”

New this year—the first annual Cycling Tour!

Promote your business & support your community.

- 10,000 attendees
- Print and electronic advertising throughout OC
- Proceeds benefit the Tustin Public Schools Foundation and 22,000 local students

**Don't miss the opportunity to spotlight
your company's products and services**

www.DinosaurDash.net



Dinosaur Dash—Nov. 7, 2010



Who:

10,000 participants and spectators.
85% from Tustin, Santa Ana and Irvine.
60% under 18.

Tustin boasts a well educated, affluent community, with 68% of adults having completed at least some college, and household income higher than the county median.



What:

The Dinosaur Dash attracts local runners and families. With timed 5K and 10K races, and a 2K fun run, there is an event for everyone. New this year is a Half Century (50k) **Cycling Tour!**

The Dinosaur Dash expo features games, activities, information and a variety of food.



When and Where:

Sunday, Nov. 7, 2010

Races and Expo 7:00 am—11:00 am

At The Market Place

Jamboree and El Camino Real, Tustin



TUSTIN PUBLIC SCHOOLS
FOUNDATION

Why:

Get your message out to 10,000+ local families.
Promote your business AND support local schools.
Proceeds benefit programs of the Tustin Public Schools Foundation, which supports Tustin Unified schools, serving 22,000 students. With continuing cuts to education budgets, support is urgently needed.



How to get involved:

Become a sponsor! There is a sponsor level perfect for any business. Use our Sponsor Agreement form to secure your spot.

Recognition will be provided on printed and electronic materials to the greater Tustin community and to all 22,000 public school students and their families. The earlier you commit, the sooner we can start publicizing your support.

www.DinosaurDash.net

Sponsors are needed to help underwrite costs of the Dinosaur Dash. Depending on the level of commitment, paid sponsors will be recognized in several ways.

Sponsor Recognition:

- Corporate name and logo (depending on sponsorship level) will be featured on printed materials. Race flyers will be sent to all TUSD families, Tustin area businesses and residents, running clubs, fitness centers and sporting goods stores. Recognition will be provided in the Tustin Public Schools Foundation's publications and website.
- Major sponsors will have their corporate logo inserted in the 30 second Dinosaur Dash Public Service Announcement.
- Ads will be placed in local papers at least twice. Logos of major sponsors will be included.
- Sponsors at \$500 or more will receive a complimentary ad/coupon in the Dinosaur Dash "goodie book"
- Corporate name or logo (depending on sponsor level) will be displayed on the back of the official race T-shirts for participants, race staff, volunteers and sponsors.
- Sponsors at the Official level and higher may provide a banner to be displayed at the event.
- All sponsors will be provided with a complimentary 10'x10' exhibit space at the event. Canopies are provided, depending on sponsorship level.
- Complimentary event entries will be provided for sponsors.



Dinosaur Dash—Nov. 7, 2010



For more info about sponsorships, contact the
Tustin Public Schools Foundation at info@tpsf.net
or 714.832.6299.

www.DinosaurDash.net

Dinosaur Dash

Sponsorship Agreement



- 2K/5K/10K races
- NEW Cycling Tour
- Family Expo
- 10,000 people expected
- Supports public schools

Sponsor Name: _____

Please print name exactly as it should appear in publications

Contact Name: _____ Title _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ Fax: () _____ e-mail _____

<input type="checkbox"/> TITLE SPONSOR \$25,000	<input type="checkbox"/> Brontosaurus Sponsor \$500 (includes booth and ad in "Goodie Book")
<input type="checkbox"/> PRESENTING SPONSOR \$20,000	<input type="checkbox"/> Canopy Rental + \$100
<input type="checkbox"/> BRONTOSAURUS BLITZ 2K \$15,000	<input type="checkbox"/> Stegosaurus Sponsor \$350 (includes booth)
<input type="checkbox"/> 5K or 10K SPONSOR \$10,000	<input type="checkbox"/> Canopy Rental + \$100
<input type="checkbox"/> BIKE TOUR PRESENTING SPONSOR \$6,000 (1 available)	<input type="checkbox"/> Mile Mark Sponsor \$300 (signage on the course - no booth)
<input type="checkbox"/> OFFICIAL SPONSOR \$5,000	<input type="checkbox"/> "Goodie Book" Ad* \$250
<input type="checkbox"/> CONTRIBUTING SPONSOR \$2,500 (includes logos on T-shirts and brochure)	<small>*Ads are 3.5 x 4.5, black and white, one side, please submit as a pdf.</small>
<input type="checkbox"/> SPONSOR \$1,000 (includes name on T-shirt and race brochure, plus booth with canopy & ad)	<input type="checkbox"/> In-kind or other gift: _____
	<input type="checkbox"/> Sponsor a child's entry fees-\$15 each: \$ _____

I will use my exhibit booth (Yes/No) _____

Total Enclosed/to be billed \$ _____

Please invoice me Check enclosed Charge my Visa/MC: _____

Name on Credit Card: _____ exp. date: _____

Signature

Date

Make check payable to **Tustin Public Schools Foundation** & remit to: 150 El Camino Real, Ste. 140, Tustin, CA 92780
714/832-6299 Fax 714/832-1857 www.dinosaurdash.net info@tpsf.net

Proceeds benefit the Tustin Public Schools Foundation, a nonprofit agency. Fed tax ID # 33-0353928