

OVERVIEW OF SPONSORSHIP OPPORTUNITIES

EVENT: Literacy 5000 aka Dyslexia Dash
Sunday April 22, 2012
Fairmount Park in Riverside

More information and registration: <http://sponsorliteracy.eventbrite.com>

• Leopard Sponsor	\$2,500
• Tiger Sponsor	\$1,500
• Panther Sponsor	\$1,000
• Lion Sponsor	\$500
• Jaguar Sports Drink Sponsor	\$500
• Cat Healthy Fuel Sponsor	\$300 or donation of 3 cases oranges or 50 lb bananas
• Big Kitty Sponsor	\$200 or more
• Kitty Vendor Sponsor	\$75 for 8' x 8' space for exhibit \$125 for 8' x 16' space

Questions or comments: Email: ieb.info@dyslexia-ca.org

Event chair: Regina Richards, Past President IEB
Email: regina.richards@dyslexia-ca.org

Dear Supporter of Literacy,

Because of our many supporters and race participants, our first and second annual 5K races have been very successful. We achieve our goals aimed at supporting literacy and increasing awareness of the literacy issues in our communities as well as the many, very effective avenues of assistance that are available.

Inland Empire Branch
5225 Canyon Crest Dr., #71 Box 308
Riverside, CA 92507-6301
951/686-9837
www.dyslexia-ca.org
dyslexiainfo@gmail.com

We know that reduced literacy is not just a school problem - it affects society in countless ways (poor self-esteem, impaired social development of individuals, interference with future employment), and it is a major public health concern. We know that 15 to 20% of the population experiences a language-based learning disability. Therefore, almost 50,000 citizens just in the City of Riverside have issues with reduced literacy.

We have much more work to do. We are determined to build on the success of the last few years and **we need your help.** We anticipate having five times as many runners and double or triple the number of vendors. Why? It is because we have hired two wonderful assistants. Greg English will be improving our routes, enhancing our marketing, planning traffic organization, and helping us develop a fantastic pre- and post-run event.

We will organize our vendors into categories and will secure the spots based on the date the application is received.

Please consider the following benefits for your investment:

- High-profile exposure distributed to a large number of individuals interested in literacy and/or running throughout Southern California, as well as other locations serviced by the International Dyslexia Association;
- Targeted advertisement to the families of over 100,000 students;
- Tax-deductible contributions to education;
- An opportunity to invest in the future of your community through enhancing literacy.

We look forward to partnering with you in 2012 and welcome your support and involvement in our planning process. You are an essential component to making the 2012 race five times as large, as well as strengthening our impact on improving literacy.

More information on our organization, and photos of previous races, are available at www.dyslexia-ca.org/literacy5000.

We thank you for your concern for children and for the future of our communities and society.

Please fill out the attached sponsorship acceptance and return it to Regina Richards at r-richards190@gmail.com or IEB, 5225 Canyon Crest Drive, Suite 71, Box 308, Riverside CA 92507. Our Tax Id Number is 33-0060987

Sincerely,



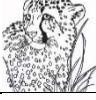




















Regina G. Richards

Regina G. Richards, IEB President
Direct phone 951-784-2531














LITERACY 5000
Fairmount Park, Riverside
Sunday April 22, 2012
Begins 6:30 am

Inland Empire Branch IDA – LITERACY 5000 – 5k/1k April 22, 2012

Sponsor Levels & Entitlements	\$5,000 Cheetah Title Sponsor	\$2,500 Leopard Sponsor	\$1,500 Tiger Sponsor	\$1,000 Panther Sponsor	\$500 Lion Sponsor	\$500 Jaguar Water Sponsor	\$300 Cat Healthy Sponsor Fruit Sponsor	\$150-\$200 Big Kitty Sponsor – Friend of Literacy	\$75 to \$150 Kitty Vendor
Company Logo print copy									
Corporate banner displayed by award stage									
Awards presented by Company Representative									
Name Recognition at all IEB events through December 31, 2012.									
Recognition on Active.com									
Booth space	10X60	10X 40	10X 30	10X20	10X10	10X10			
Podium recognition by (option by Company Rep)	 4 times	 3 times	 2 times			Branding & recognition by water station 	Branding & recognition by fuel station 		
Goodie bag insert opportunity									
Recognition and link on IEB's website									

Inland Empire Branch IDA – LITERACY 5000 – 5k/1k April 22, 2012

Recognition on IEB's Face Book page									
Branding (logo) on race t-shirt --- last date available 3/15								Name on t-shirt	

In-Kind Sponsorship Needs for the Literacy 5000

In-kind contributions are essential to the success of our Run. Items on this list qualify as “contributions” and can equate to any of the above-listed sponsorship levels. NOTE: An In-Kind Non Profit Market Value Rate must be submitted for entitlement

In-Kind Contributions	Quantity	Comments/Notes
Granola Bars/Energy Bars	1,500	Any brand
Ice	2,000 pounds	Large bags are okay – prefer in cooler (cooler to be returned)
Energy Drink	1,500	Any Brand
Helium filled balloons	100	Multiple colors
Helium balloon arch	1 (for finish line)	At least 15 feet across
E-Z Ups	6	Loaned or given
Trash boxes with bags	20	Any brand
Cups and napkins	2,000 each	Any brand
Snack packets for runners	1,500	Prepackaged
bananas	(10) 5lb bags	Or \$300 Donation
Fruit/ oranges	3 cases	Or \$300 donation
Tangible items to insert in Goodie Bags	1,500	Products such as: sunhat, visor, fans, sunscreen, lip balm, etc.

Notes on Vendor Booths ---- All Vendors Listed on Vendor Booth List and on Vendor Map

- \$75 for 10X10' (Non-profit rate \$50)
- \$125 for 10X20' (Non-profit rate \$75)
- Please bring any equipment you desire: tables, chairs, Ez-ups etc.
- Food Vendors must meet requirements set by Riverside County's Department of Environmental Services "Food Handling-Permit"



Literacy 5000 (5k/1k Run/Walk)
Sunday, April 22, 2012
SPONSOR/VENDOR/EXHIBITOR APPLICATION FORM

COMPANY NAME: _____
CONTACT NAME: _____ TITLE: _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP CODE: _____
TELEPHONE: _____ CELL: _____ FAX: _____
EMAIL : _____

All EXHIBITORS: Product, Service, and Food VENDORS: (Please provide copies)

- 1) Business License: _____
- 2) Resale License #: _____
- 3) FOOD/PRODUCT/SERVICE DESCRIPTION:

- 4) Environmental Health Permit #: _____ (FOOD VENDORS)
NOTE: All food vendors are subject to Riverside County Environmental Health Departments' checklist and requirements.
- 5) Certificate of Liability Insurance and Endorsement: _____
NOTE: Please add as "Additional Insured": The Inland Empire Branch International Dyslexia Association, and the City of Riverside.
- 6) Trash: Please remove and dispose of any and all debris/trash prior to departure. A fine of \$100 will be imposed should applicant refuse to abide.

CHECK THE SPACE YOU WISH TO RESERVE: (Note: Booth space is width X depth/ \$25per additional 10 feet)

Sunday: April 22, 2012/Set-up 5:30-6:30am-/Breakdown 12:00pm

All Vendors: __10 x10/\$75 __10x20/\$125 __10x30/\$150 __ Other Inquire within

Non Profit: __10X10/\$50 __10X20/\$75 __10X30/\$100 __ Other Inquire within

Application Deadline 4/1

- ❖ **BE AN EXCLUSIVE VENDOR** –Inquire within. Minimum\$1000 (Product/Service) \$600 (Food)
- ❖ **Donation for our drawing would be greatly appreciated**
- ❖ **Mail to:** IEB International Dyslexia Association, 5225 Canyon Crest Dr, Ste. 71, Box 308 Riverside Ca 92507
- ❖ **Information call** (951) 784-2531 Regina richards190@gmail.com or (951) 214-9899 Cynthia Literacy5000cd@hotmail.com
- ❖ **Waiver of Liability:** By execution of this entry form, applicant hereby releases and discharges the event Organizers, their Sponsor, Organizing Committee, and the City of Riverside , their directors, officers, employees, agents, representatives, and servants, and anyone connected with the management or conduct of this event, the Literacy 5000, IDA Dyslexia Dash (5k/1k walk/run) from any and all known and unknown damages, injuries, losses, judgment claims from any causes whatsoever that may be suffered to any member to his/her person or property; further applicant expressly agrees to indemnify all the foregoing entities, persons and bodies from any and all cooperating with applicant and/or under the direction or control of applicant. Applicant agrees to obey all rules and regulations of Organizers, the Committee, the IEB International Dyslexia Association and the City of Riverside, which may be in effect during the time of the event. The applicant further understands that in the event of a/or any and all natural disaster (wind, fire, flood, or earthquake) and any other Acts of God, which may hinder the applicant's participation, will not warrant a refund.

Date: _____

Applicants Name: (Print) _____ Applicants Signature: _____

Literacy 5000

Part of the IDA Dyslexia Dash 5K Program

Sponsor / Vendor / Exhibitor Commitment Form

Your support is fundamental to the success of our 2012 Literacy 5000! Your contribution – of any size—will help our ride generate much-needed support for literacy in our students and adults.

COMPANY NAME: (please print as you wish it to appear on all printed materials) _____

CONTACT NAME: _____ TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

TELEPHONE: _____ CELL: _____ FAX: _____

EMAIL: _____

SPONSORSHIPS - Please indicate your sponsorship category:

<input type="checkbox"/>	Cheetah Title Sponsor \$5,000
<input type="checkbox"/>	Leopard Sponsor \$2,500
<input type="checkbox"/>	Tiger Sponsor \$1,500
<input type="checkbox"/>	Panther Sponsor \$1,000
<input type="checkbox"/>	Lion Sponsor \$500
<input type="checkbox"/>	Jaguar Water Sponsor \$500
<input type="checkbox"/>	Cat Healthy Fuel Sponsor \$300
<input type="checkbox"/>	Big Kitty Sponsor \$150-\$200
<input type="checkbox"/>	Kitty Vendor \$75 - \$150
<input type="checkbox"/>	Non-profit Kitty Vendor \$50-\$100

Will your company help by providing volunteers on race day?

Yes

No

Quantity _____ We will contact you.

PAYMENT:

Form of Payment:

_____ **Check (make payable to IEB – IDA)**

Mail to: IEB IDA, 5225 Canyon Crest Drive, Ste. 71, Riverside, Ca 92507

_____ **Credit Card**

CC# _____ Exp. Date: _____ (MasterCard or Visa only)

Logo Submission: When submitting artwork please use .jpg, .pdf or .ai format, if not, graphic needs to be at least 300 dpi. Email files to rrichards190@gmail.com. Graphics/logos received by **April 1, 2012** are ensured inclusion on the Dash T-shirt

NON-PROFITS: Please note when completing the application form: if you do not have a business license or resale license #, please just insert your EIN # in that spot.

