

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 rrichards190@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, IEB President
Direct phone 951-784-2531








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 Fuel Sponsor Or In-kind donation of 10 – 5lb bags of bananas |
|--|--|--|--|---|---|--|---|
| Listing on all promotional race materials in 8 months of event market - last date 1/15 |  | | | | | | |
| Corporate banner displayed by award stage |  | | | | | | |
| Awards presented by Company Representative |  | | | | | | |
| Recognition by organizers at all IEB events prior to April 22nd |  | | | | | | |
| Recognition on Active.com |  |  | | | | | |
| Booth space |  |  |  |  |  |  |  |
| 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 hand-out opportunity |  |  |  |  |  |  | |
| Recognition and link on IEB's website |  |  |  |  | | | |
| Recognition on IEB's Facebook page |  |  |  |  | | | |
| Branding (logo) on race t-shirt --- last date available 2/15 |  |  |  |  |  |  |  |

Inland Empire Branch IDA – LITERACY 5000 – 5k/1k

April 22, 2012

| Sponsor Levels & Entitlements | \$300 Cat Healthy Fuel Sponsor Or In-kind donation of 3 cases oranges | \$200 to \$2,000 Big Kitty Sponsor – Friend of Literacy | \$75 to \$125 Kitty Vendor Sponsor |
|--|--|---|---|
| Booth Space |  |  |  |
| Podium recognition by (option by Company Rep) | Branding & recognition by fuel station  | | |
| Branding (logo) on race t-shirt --- last date available 2/15 |  | | |

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.

| 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 | Gatorade, Powerade, etc. |
| 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 | Any variety of healthy snacks in baggie |
| Tangible item to insert in Runners’ Goodie Bags | 1,500 | Can be any item that may be of use to a runner: sunhat, visor, fans, sunscreen, etc. |

Notes on Vendor Booths

All Vendors Listed on Vendor Booth List and on Vendor Map

- \$75 for 8’x8’ grass square (Non-profit rate \$50)
- \$125 for 8’x16’ grass square (Non-profit rate \$75)
- Please bring any equipment you desire: tables, chairs, tents, etc.

Literacy 5000

Part of the IDA Dyslexia Dash 5K Program

Sponsor 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: (as it will appear on all printed materials)

Company Address:

Website:

Email Address:

We will send a release of liability form to you. If it should go to someone other than the above person, please list Name:

Phone Number:

Cell Number:

Form of Payment: ___ Check ___ Credit Card

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

Please Make Checks Payable to: **Literacy 5000 – Inland Empire Branch**

All vendors providing food must provide copy of current Department of Health Permit.

In-Kind contributions (other than food) will be collected by April 1, 2011. If your gift is an In-Kind contribution please describe it below. Value of In-kind Contribution _____

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 **February 15, 2012** are ensured inclusion on the Dash T-shirt

Date form submitted: _____

Sponsorship Level: (circle booth size)

- | | | | Booth Size | | |
|--------------------------|--------------------------------------|----------------------|------------|-----|------|
| <input type="checkbox"/> | Cheetah- Title Sponsor | \$5,000 | None | 8x8 | 8x16 |
| <input type="checkbox"/> | Leopard | \$2,500 | None | 8x8 | 8x16 |
| <input type="checkbox"/> | Tiger | \$1,500 | None | 8x8 | 8x16 |
| <input type="checkbox"/> | Panther | \$1,000 | None | 8x8 | 8x16 |
| <input type="checkbox"/> | Lion | \$ 500 | None | 8x8 | 8x16 |
| <input type="checkbox"/> | Jaguar | \$ 500 | None | 8x8 | 8x16 |
| <input type="checkbox"/> | Cat | \$ 300 | None | 8x8 | 8x16 |
| <input type="checkbox"/> | Big Kitty | \$ 200 | None | 8x8 | 8x16 |
| <input type="checkbox"/> | Kitty Vendor | \$ 75 | None | 8x8 | 8x16 |
| | or | \$125 | | | |
| <input type="checkbox"/> | Kitty – Vendor; Non- profit | \$ 50 or \$ 75 | None | 8x8 | 8x16 |

In-
Kind

Vendor Category: Food Service Product

Will your company help by providing volunteers on race day?

- Yes
No

Quantity _____ We will contact you.
___ In-Kind Contribution*



Fax or mail this form to: **Inland Empire Branch, IDA, 5225 Canyon Crest Drive, Suite 71, Box 308, Riverside, CA 92507 Fax: 951/784-5643**