

Houston Marathon Committee, Inc. Star of Hope Mission Sidewalk Squad Corporate Charity Program

2016-2017 Sponsorship Packages



The Chevron Houston Marathon Run for a Reason charity program links thousands of runners with participating nonprofits and provides a platform for charities to raise awareness and funds, as well as educate others about their cause.

In the 2015-2016 season, the Run for a Reason charity program raised over \$2.3M, benefiting 61 charities. The season marked the sixth consecutive year the Run for a Reason program has surpassed the \$2M mark, generating more than \$24 million in the program's 20-year history.

Your company can partner with the Run for a Reason program by becoming a Sidewalk Squad Corporate Charity donor and help raise funds for one of the participating nonprofits.

As a corporate charity donor, your company will be aligned with a 45 year community event that has become the nation's premier winter marathon. Plus, your company's name will be seen by approximately 33,000 participants, 7,500 volunteers, 250,000 spectators and half a million television viewers – all while contributing a tax-deductible donation to the official Run for a Reason charity of your choice.

The 2016-2017 Sidewalk Squad Corporate Charity packages offer a variety of opportunities for local businesses and organizations to be recognized as a prominent supporter of the Run for a Reason charity program.

Become a Sidewalk Squad Corporate Charity Donor

- Join a unique organization committed to the Houston community with an economic impact of over \$51M
- Support a 45 year community tradition that now attracts approximately 33,000 participants, 6,500 volunteers, 250,000 spectators and half a million television viewers
- Strategic marketing opportunities for your company before, during and after race weekend
- Association with other race weekend events, including a two-day health and fitness EXPO, Hoopla station along the course and post-race party exposure
- Premier branding and exposure opportunities to a large and diverse demographic
- Exclusive hospitality benefits
- Marathon and half marathon race entries
- Support an official charity with a tax-deductible donation
- Build teamwork and camaraderie among employees outside the workplace
- Create a fun, exciting opportunity for employees, clients and vendors to cheer on thousands of runners along a designated area of the course
- Experience the excitement of race weekend and the satisfaction of knowing that your company is contributing to a worthy cause that directly benefits the local community



2016-2017 Sponsorship Packages

RECORD HOLDER (\$10,000)

- \$9,000 donation to an official charity Star of Hope Mission (tax-deductible)
- \$1,000 to the Houston Marathon Committee (non tax-deductible)

Package includes:

- Logo placement and hyperlink in two (2) email newsletters (Database: 136,000+)
- Four (4) logo impressions on banner outlining Charity Village at the RunFest post-race party (Art deadline: December 2, 2016)
- Race day Hoopla party box for 20 (HERO caps, thundersticks, clappers, Sidewalk Squad t-shirts)
- Space within Charity Village
- Highly visible signage on your area of the course
- Logo placement on Sidewalk Squad t-shirts
- Recognition and logo placement at EXPO
- Recognition and logo placement in official Race Day Program
- Recognition, logo placement and hyperlink on event website
- Six (6) race entries - entry deadline: December 2, 2016
- Opportunity to purchase additional guaranteed race entries
- Six (6) race day We Are Houston breakfast invitations
- Two (2) charity luncheon invitations (Luncheon to be held in the spring of 2017)
- Star of Hope website, social media, newsletter (30,000+) recognition- includes company logo
- Company logo on Team Star of Hope tech shirt and t-shirt
- Recognition and company logo at Star of Hope's Hoopla Station
- Personalized brick paver displayed in the Star of Hope Walk of Hope

OLYMPIAN (\$7,500)

- \$6,750 donation to an official charity Star of Hope (tax-deductible)
- \$750 to the Houston Marathon Committee (non tax-deductible)

Package includes:

- Logo placement and hyperlink in one (1) email newsletter (Database: 136,000+)
- Two (2) logo impressions on banner outlining Charity Village at the RunFest post-race party (Art deadline: December 2, 2016)
- Race day Hoopla party box for 15 (HERO caps, thundersticks, clappers, Sidewalk Squad t-shirts)
- Highly visible signage on your area of the course
- Logo placement on Sidewalk Squad t-shirts
- Recognition and logo placement at EXPO
- Recognition and logo placement in official Race Day Program
- Recognition, logo placement and hyperlink on event website
- Four (4) race entries - entry deadline: December 2, 2016

- Opportunity to purchase additional guaranteed race entries
- Four (4) race day We Are Houston breakfast invitations
- Two (2) charity luncheon invitations (Luncheon to be held in the spring of 2017)
- Star of Hope website, social media, newsletter (30,000+) recognition- includes company logo
- Company logo on Team Star of Hope tech shirt and t-shirt



CHAMPION (\$5,000)

- \$4,500 donation to an official charity Star of Hope (tax-deductible)
- \$500 to the Houston Marathon Committee (non tax-deductible)

Package includes:

- Race day Hoopla party box for 10 (HERO caps, thundersticks, clappers, Sidewalk Squad t-shirts)
- Highly visible signage on your area of the course
- Logo placement on Sidewalk Squad t-shirts
- Recognition and logo placement at EXPO
- Recognition and logo placement in official Race Day Program
- Recognition, logo placement and hyperlink on event website
- Two (2) race entries - entry deadline: December 2, 2016
- Opportunity to purchase additional guaranteed race entries
- Two (2) race day We Are Houston breakfast invitations
- Two (2) charity luncheon invitations (Luncheon to be held in the spring of 2017)
- Star of Hope website, social media, newsletter (30,000+) recognition- includes company logo
- Company logo on Team Star of Hope tech shirt and t-shirt

2016 Participant and Race Demographics

- 33,000 runners in three races - marathon, half marathon & 5K
- 51% female, 49% male
- 78% are from the Greater Houston area
- 89% are from Texas
- 98% are from the United States
- 2% are international
- 250,000+ spectators on course
- Over 480,000 local television viewers
- 2,000,000 website page views
- Over 30,000 Facebook “Likes”
- Over 4,500 Instagram followers
- Over 14,400 Twitter followers
- In 2016, \$2.3M raised benefiting 61 charities
- Since its inception in 1995, more than \$24 million has been raised for local charities

Sidewalk Squad Commitment Form

Please complete and return the contract below with payment to confirm your participation in the 2016-2017 Sidewalk Squad Corporate Charity Program. Thank you for your support!

Company Name: _____
(As to be listed on all signage, banners, advertising, etc.)

Contact Name: _____ Title: _____

Street Address (No P.O. Boxes): _____

City: _____ State: _____ Zip: _____ Web address: _____

Phone: _____ Email: _____

Run for a Reason Official Charity to receive donation: Star of Hope Mission

Contribution Levels:

RECORD HOLDER - \$10,000

- Amount to Star of Hope: \$9,000 (tax-deduct.)
- Amount to HMC, Inc: \$1,000 (non tax-deduct.)

OLYMPIAN - \$7,500

- Amount to Star of Hope: \$6,750 (tax-deduct.)
- Amount to HMC, Inc: \$750 (non tax-deduct.)

CHAMPION - \$5,000

- Amount to Star of Hope: \$4,500 (tax-deduct.)
- Amount to HMC, Inc: \$500 (non tax-deduct.)

You will be contacted by the Houston Marathon Committee, Inc. office to confirm your Sidewalk Squad hoopla station location, corporate logo information, signage, runner registration, etc.

I agree to submit this Commitment Form and one (1) **check payable to Star of Hope** for the tax-deductible amount listed. Charity will provide address where to the check should be sent.

I agree to submit one (1) **check payable to the Houston Marathon Committee** for the non-tax deductible amount listed. The check should be mailed to the address below.

I understand that the deadline to respond to Star of Hope is November 18, 2016 payment is due by December 2, 2016.

Signature

Printed Name/Title

Company Name

Date

Submit Houston Marathon Committee Payment to:

Houston Marathon Committee, Inc.
Attn: Erin Kasperek
720 N. Post Oak Road, Suite 200
Houston, TX 77024

**Deadline to Respond to Star of Hope
Friday, November 18, 2016**

Submit Star of Hope Donation Payment to:

Star of Hope Mission
Attn: Kathrin Yokubaitis
6897 Ardmore
Houston, TX 77054

For questions, please contact Kathrin Yokubaitis at kyokubaitis@sohmission.org or 713.440.5345