

Run for a Reason's Sidewalk Squad Corporate Sponsorship Program



The Run for a Reason's Sidewalk Squad corporate sponsorship program offers local businesses an incredible opportunity to be a highly visible part of Houston's largest single-day sporting event. In 2010, \$1.8 million was raised for charity!

The Sidewalk Squad is part of the Chevron Houston Marathon's Run for a Reason charity program, an annual drive in which organizations and runners raise money for charity. The program has raised \$10.4 million in its 16-year history. The Sidewalk Squad is a unique aspect of the Run for a Reason program that gives businesses exposure in, involvement with and recognition at Texas' favorite marathon. A tax-deductible donation to one of our official Run for a Reason charities is a win-win for all!

Join the Houston Marathon Committee as we strive to have another record breaking season!

Why Your Company Should Join

- Increase your company's visibility among Houstonians and runners from all 50 states and more than 20 countries.
- Improve your company's image by making a public show of support for a charitable cause.
- Make your company part of a 39-year Houston tradition that now attracts more than 5,000 volunteers, 30,000 participants, 200,000 spectators and 1,000,000+ television viewers with an economic impact of \$30 million, all while raising more than \$1 million for charity.
- Improve your bottom line with a tax-deductible donation to charity.
- Create a fun event for employees, clients and vendors who can cheer on the runners along your area of the marathon course.
- Establish your company's commitment to Houston by supporting the city's largest single-day sporting event.
- Build teamwork and camaraderie among employees outside the workplace by encouraging them to be part of a boisterous crew of support for weary runners.
- Let your employees become an active advertisement for your company as they shout encouragement to runners passing through your area of the marathon course.
- Experience the excitement of the Chevron Houston Marathon and the satisfaction of knowing that you are contributing to a worthy cause that directly benefits numerous charitable organizations and the local community.

Sponsorship Levels

RECORD HOLDER (\$10,000)

- \$10,000 total tax-deductible donation
- \$9,000 to an official charity of your choice
- \$1,000 to Houston Marathon Foundation

Package includes:

- Logo placement, hyperlink in two (2) email newsletters (database: 70,000+)
- Insert in 26,000 runner goodie bags (item deadline: November 30, 2010)
- Four (4) logo impressions at the finish line (art deadline: December 1, 2010)
- Block party bag (thundersticks, clappers, 20 Sidewalk Squad T-shirts)
- Highly visible signage on your area of the course
- Recognition in official race day program
- Recognition in e-newsletter
- Recognition on event website
- Six (6) race entries (runner entry deadline: December 1, 2010)
- Four (4) VIP breakfast invitations
- Four (4) charity luncheon invitations

OLYMPIAN (\$7,500)

- \$7,500 total tax-deductible donation
- \$6,750 to an official charity of your choice
- \$750 to the Houston Marathon Foundation

Package includes:

- Logo placement, hyperlink in one (1) email newsletter (database: 70,000+)
- Insert in 26,000 runner goodie bags (deadline: November 30, 2010)
- Two (2) logo impressions at the finish line (deadline: December 1, 2010)
- Block party bag (thundersticks, clappers, 15 Sidewalk Squad T-shirts)
- Highly visible signage on your area of the course
- Recognition in official race day program
- Recognition in e-newsletter
- Recognition on event website
- Four (4) race entries (entry deadline: December 1, 2010)
- Three (3) VIP breakfast invitations
- Three (3) charity luncheon invitations

CHAMPION (\$5,000)

- \$5,000 total tax-deductible donation
- \$4,500 to an official charity of your choice
- \$500 to the Houston Marathon Foundation

Package includes:

- Block party bag (thundersticks, clappers, 10 Sidewalk Squad T-shirts)
- Highly visible signage on your area of the course
- Recognition in official race day program
- Recognition on event website
- Recognition in e-newsletter
- Two (2) race entries (entry deadline: December 1, 2010)
- Two (2) VIP breakfast invitations
- Two (2) charity luncheon invitations

Official 2010-2011 Run for a Reason Charities

- 3 "A" Bereavement Foundation
- Action Ministries Houston, Inc.
- Alzheimer's Association, Houston & Southeast Texas Chapter
- American Cancer Society
- American Heart Association
- ASHA for Education
- Best Buddies
- Bo's Place
- Buffalo Bayou Partnership
- The Cade R. Alpard Foundation for Pediatric Liver Disease
- CanCare, Inc.
- Child Advocates, Inc.
- Children's Miracle Network at Texas Children's Hospital
- Citizens for Animal Protection
- Cystic Fibrosis Foundation
- Down Syndrome Association of Houston
- Elves & More
- ESCAPE Family Resource Center
- Houston Area Parkinson Society
- Houston Food Bank
- Houston Habitat for Humanity
- Houston Marathon Foundation
- Houston SPCA
- Juvenile Diabetes Research Foundation
- The Leukemia & Lymphoma Society
- Living Water International
- Lupus Foundation of America, TX Gulf Coast Chapter
- Marathon Kids
- Memorial Hermann Foundation
- Memorial Park Conservancy
- Neuhaus Education Center
- Northwest Assistance Ministries
- Open Door Mission
- Organization for Autism Research
- Palmer Drug Abuse Program
- The Parish School
- Pink Ribbons Project
- Presbyterian Children's Homes and Services
- REACH Unlimited
- Ronald McDonald House Houston
- San Jose Clinic
- SEARCH Homeless Services
- Sheltering Arms Senior Services
- Snowdrop Foundation
- Spaulding for Children
- Sunshine Kids Foundation
- Susan G. Komen for the Cure, Houston Affiliate
- Texas Center for the Missing
- Todd Krampitz Foundation
- Vanessa's Big Heart
- YES Prep Public Schools
- Young Texans Against Cancer

2010 Demographics

- 31,500 runners in four races: marathon, half marathon, 5K, kids' fun run
- 51% female
- 49% male
- 57% have an annual household income over \$100,000
- 83% are between the ages of 25 and 54
- 77% are from the Greater Houston area
- 93% are from Texas
- 99% are from all 50 U.S. states
- 1% are from 15 foreign countries
- 200,000+ spectators
- 1,000,000 television viewers
- Two-day EXPO attracts 65,000+ attendees
- 12,000,000+ website hits
- \$1.8M raised for charity
- 2011 race marks 39th consecutive running of the Houston Marathon

Sidewalk Squad Sponsorship Commitment Form

Please complete and return the contract below with payment to ensure your participation in the 2010-2011 Sidewalk Squad program.

Company: _____

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Company website address: _____

Official Run for a Reason charity to receive donation: _____

Total donation amount:

† RECORD HOLDER - \$10,000

- Amount to charity: \$9,000

- Amount to Houston

Marathon Foundation: \$1,000

† OLYMPIAN - \$7,500

- Amount to charity: \$6,750

- Amount to Houston

Marathon Foundation: \$750

† CHAMPION - \$5,000

- Amount to charity: \$4,500

- Amount to Houston

Marathon Foundation: \$500

You will be contacted by our office to confirm your Sidewalk Squad hoopla station, discuss goodie bag insert, corporate logo information and signage, block party bag materials, etc.

Please submit two (2) checks to the address listed below: one (1) payable to the charity of your choice; and one (1) payable to the Houston Marathon Foundation. The Houston Marathon Committee will submit your check to the charity of your choice upon receipt.

If paying by credit card, please complete the information below and your card will be charged the total amount donated. The Houston Marathon will send the amount due to the charity via check.

Name on Card: _____

Credit Card #: _____ Exp. Date: _____
(MasterCard, Visa or Discover **ONLY**)

Billing Address: _____
Street City St ZIP

Signature: _____ Amount: \$ _____

Please return the completed form and payments to:

Houston Marathon Committee, Attn: Sidewalk Squad, 720 N. Post Oak Rd., Ste. 100, Houston, TX 77024

For questions, please contact Kimberly Hall at kimberly@chevronhoustonmarathon.com or 713.957.3453.
