

Chevron Houston Marathon's Sidewalk Squad Corporate Charity Program



2011-2012 Sponsorship Packages

The Chevron Houston Marathon's 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 2011, the Run for a Reason charity program raised a record \$2,086,000 benefiting 52 charities. With more than 16,000 donations, the 2010-2011 season marked the second consecutive year the Run for a Reason program set a new fundraising record, generating more than \$12.4 million in the program's 17-year history.

Your company can partner with the Chevron Houston Marathon's Run for a Reason program by becoming a Sidewalk Squad Corporate Charity Sponsor and help to raise funds for one of the 57 participating nonprofits.

As a corporate charity sponsor, your company will be aligned with a 40-year community event that has become the nation's premier winter marathon. Plus, your company's name will be seen by more than 30,000 participants, 7,500 volunteers, 200,000 spectators and over 1 million television viewers – all while contributing a tax deductible donation to the Official Charity of your choice.

The 2011-2012 Sidewalk Squad Corporate Charity Sponsorship packages offer a variety of opportunities for local businesses and organizations to be recognized as a prominent supporter of the Chevron Houston Marathon and its Run for a Reason charity program.

Become a Sidewalk Squad Corporate Charity Sponsor

- Join a unique organization committed to the Houston community with an economic impact of \$30 million and charity raising a record \$2.1 million for nonprofits in 2011
- Support a 40-year community tradition that now attracts more than 30,000 participants, 7,500 volunteers, 200,000 spectators and more than one million television viewers
- Strategic marketing opportunities for your company and brand before, during and after race weekend
- Association with other race weekend events, including a two-day health and fitness EXPO, and in 2012, the U.S. Olympic Team Trials – Marathon
- Premier branding and exposure opportunity to a large and diverse demographic
- Exclusive VIP access and hospitality as well as marathon and half marathon race entries
- Support 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 tackling 26.2 miles along a designated area of the marathon course
- Experience the excitement of race weekend and the satisfaction of knowing that your company is contributing to a worthy cause that directly benefits 57 charitable organizations and the local community

2011-2012 Run for a Reason Official Charities

3 "A" Bereavement Foundation
The ALS Association, Greater Houston
Alzheimer's Association, Houston & Southeast Texas
American Cancer Society-Gulf Coast Region
ASHA for Education
Bering Omega Community Services
Best Buddies
Bo's Place
Buffalo Bayou Partnership
C Different Foundation
The Cade R. Alpard Foundation for Pediatric Liver Disease
CanCare, Inc.
Child Advocates, Inc.
Citizens for Animal Protection
Cystic Fibrosis Foundation
Down Syndrome Association of Houston
Elves & More
Epilepsy Foundation of Texas
ESCAPE Family Resource Center
Goodwill Industries of Houston
Houston Area Women's Center
Houston Area Parkinson Society
Houston Food Bank
Houston Habitat for Humanity
Houston Marathon Foundation
Houston SPCA
Juvenile Diabetes Research Foundation
Legacy Community Health Services
The Leukemia & Lymphoma Society
Living Water International
Lupus Foundation of America, TX Gulf Coast
Marathon Kids
Memorial Hermann Foundation
Memorial Park Conservancy
National Multiple Sclerosis Society
Neuhaus Education Center
Organization for Autism Research
Palmer Drug Abuse Program
Parent Project Muscular Dystrophy
The Parish School
Pink Ribbons Project
Presbyterian Children's Homes & Services
REACH Unlimited
Ronald McDonald House Houston
SEARCH Homeless Services
Sheltering Arms Senior Services
Snowdrop Foundation
Spaulding for Children
St. Jude Children's Research Hospital
The Sunshine Kids Foundation
Susan G. Komen for the Cure, Houston Affiliate
Texas Center for the Missing
Todd Krampitz Foundation
Vanessa's Big Heart
The Women's Home
YES Prep Public Schools
Young Texans Against Cancer



2011-2012 Charity Sponsorship Packages

RECORD HOLDER (\$10,000)

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

Package includes:

- Logo placement and hyperlink in two (2) email newsletters (database: 70,000+)
- Paper or product sample insert in 26,000 runner goodie bags (item deadline: December 2, 2011)
- Four (4) logo impressions at the finish line (art deadline: December 2, 2011)
- Block party bag for 20 (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 Kickoff Party and EXPO
- Recognition and logo placement in official Race Day Program, Sponsor Guide and Spectator Guide
- Recognition, logo placement and hyperlink on event website
- Six (6) race entries (runner entry deadline: December 2, 2011)
- Six (6) race day VIP breakfast invitations
- Six (6) charity luncheon invitations

OLYMPIAN (\$7,500)

- \$6,750 tax-deductible donation to an official charity of your choice
- \$750 to the Houston Marathon Committee

Package includes:

- Logo placement and hyperlink in one (1) email newsletter (database: 70,000+)
- Two (2) logo impressions at the finish line (art deadline: December 2, 2011)
- Block party bag for 15 (thundersticks, clappers, Sidewalk Squad T-shirts)
- Highly visible signage on your area of the course
- Recognition and logo placement at Kickoff Party and EXPO
- Recognition and logo placement in official Race Day Program and Sponsor Guide
- Recognition, logo placement and hyperlink on event website
- Four (4) race entries (runner entry deadline: December 2, 2011)
- Four (4) race day VIP breakfast invitations
- Four (4) charity luncheon invitations

CHAMPION (\$5,000)

- \$4,500 tax-deductible donation to an official charity of your choice
- \$500 to the Houston Marathon Committee

Package includes:

- Block party bag for 10 (thundersticks, clappers, Sidewalk Squad T-shirts)
- Highly visible signage on your area of the course
- Recognition and logo placement at Kickoff Party and EXPO
- Recognition and logo placement in official Race Day Program
- Recognition, logo placement and hyperlink on event website
- Two (2) race entries (runner entry deadline: December 2, 2011)
- Two (2) race day VIP breakfast invitations
- Two (2) charity luncheon invitations

2011 Participant 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
- 75% are from the Greater Houston area
- 88% are from Texas
- 99% are from all 50 U.S. states
- 1% are from more than 20 foreign countries
- 200,000+ spectators on course
- Over 1 million television viewers
- Two-day EXPO attracts over 50,000 attendees
- Over 12,000,000 website hits
- More than \$2 million raised benefiting 52 charities
- 2012 race marks 40th consecutive running of the Houston Marathon
- 2012 brings the U.S. Olympic Team Trials – Marathon to Houston

Sidewalk Squad Sponsorship Commitment Form

Please Complete and return the contract below with payment to confirm your participation in the 2011-2012 Sidewalk Squad Corporate Charity 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 Committee: \$1,000

† OLYMPIAN - \$7,500

- Amount to charity: \$6,750

- Amount to Houston

Marathon Committee: \$750

† CHAMPION - \$5,000

- Amount to charity: \$4,500

- Amount to Houston

Marathon Committee: \$500

You will be contacted by our office to confirm your Sidewalk Squad hoopla station, discuss goodie bag insert, corporate logo information, signage, block party bag materials, runner registration, 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 Committee**. 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 Committee will send the amount due to the charity via check.

Total amount to be charged to credit card: \$ _____

Name on Card: _____

Credit Card #: _____ Exp. Date: _____

(MasterCard, Visa or Discover **ONLY**)

Billing Address: _____

Street

City

St

ZIP

I authorize the amount above to be charged to my credit card:

Signature: _____ Today's Date: _____

Please return the completed form and payments to:

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

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