



## Sponsorship Opportunities

Founded and produced by



Silicon Valley Leadership Group Foundation

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## **Mission & Event History**

The driving force of Silicon Valley's success is creative minds, diverse skills, and a thriving entrepreneurial spirit. In order to foster those skills in our local talent, it is crucial to provide students with access to nutritious food and opportunities to exercise.

With this in mind, the Silicon Valley Leadership Group Foundation partnered with the Santa Clara County Office of Education, the South Bay Labor Council, and the SJSV Chamber of Commerce to create a run/walk event to benefit children's health and wellness. Lam Research eagerly lent its support as the Multi-Year Title Sponsor, and in 2014 the Lam Research Heart & Soles Run was founded. Since then, the race has raised over \$400,000 for our benefitting organizations.

## **Benefitting Organizations**

### ***Boys and Girls Clubs of Santa Cruz County, Silicon Valley, and North San Mateo County***

The Boys and Girls Club is a youth service organization promoting youth guidance through educational, vocational, recreational, social, and character development. These initiatives develop young people's capacities to engage in positive behaviors that nurture their own well-being, set personal goals and live successfully as self-sufficient adults.

Heart & Soles funding will help to support exercise programs, equipment acquisition, and facility improvements.

### ***San Jose Earthquakes Foundation, Get Earthquakes Fit***

The San Jose Earthquakes Community Fund facilitates and supports programs that produce positive change for children and families in our community with an emphasis on health and fitness. The Get Earthquakes Fit program invites students to step up their physical activity in the classroom and at home through an engaging, five-week course focused on jumpstarting 20 minutes of daily exercise.

Heart & Soles funding will aid in expanding this program from 35 schools to 70.

### ***Santa Clara County Office of Education, JUST RUN***

The JUST RUN web-based program is part of the Santa Clara County Office of Education's effort to improve student health. This program encourages physical activity in schools.

Heart & Soles funding will assist schools with the implementation of physical activities through the program.

### ***Specialized Foundation, Riding for Focus***

The mission of the Riding for Focus program is to use cycling as a tool for children to achieve academic, health, and social success. The program provides bikes, safety and equipment training, as well as guidance and a curriculum for school staff.

Heart & Soles funding will assist in the creation of on-campus bike trails and riding areas, as well as the acquisition of secure bike storage facilities and trailers for transporting bikes between schools.

### ***YMCA Silicon Valley, HEPA/SPARK***

The YMCA of Silicon Valley is a leading nonprofit committed to strengthening our community through youth development, healthy living, and social responsibility. HEPA/SPARK is dedicated to creating, implementing, and evaluating research-based programs that promote lifelong wellness. HEPA/SPARK strives to improve the health of children, adolescents, and adults by disseminating evidence-based physical education programs to teachers and recreation leaders.

Heart & Soles funding will assist in educational support and equipment.

## Sponsorships

The Lam Research Heart & Soles Run offers groups, organizations, and companies a great way to be branded with a fun community event that benefits deserving organizations. With attendance of over 3,500 participants and spectators combined, there are many opportunities to get involved as a sponsor.

Branding benefits can include but are not limited to the following (determined by sponsorship level):

- Postcards: Logo on 10,000 race postcards
- Posters: Logo on 600 race posters
- San Jose Mercury News: Logo in full-page San Jose Mercury News ad
- Community Newspapers: Logo in full-page Community Newspaper Group ad
- Bellou Publishing: Logo in full-page Bellou Publishing newspaper ad
- Race Shirts: Logo on 2,500 race shirts
- Social Media: Facebook/Twitter posting to over 6,000 followers
- Virtual Race Bag: Ad or special offer inclusion to 2,500 registrants
- Race Day Vendor Opportunity: Promotional opportunities to engage attendees in Festival Area
- Branded Signage: Multiple opportunities to display your logo
- Seat on Executive Steering Committee

*\*Benefits are subject to production availability and timelines*

## In-Kind Donations

The Lam Research Heart & Soles Run is always seeking in-kind donations that may be considered as cash value in sponsorship for items such as:

- Race day water for participants
- Snacks for race day participants (e.g. bananas, single serve yogurt, energy bars)
- Prize items, electronics, gift cards, gift bags/baskets

## Partnerships in the Community and with Race Events

The Lam Research Heart & Soles Run also partners with other community programs that include run/fitness/health/sporting related events and community fundraisers. We can offer an in-kind cross-promotion of your event in our social media and email. We offer the opportunity to trade vendor space at our race venue in reciprocation for space at other events. We also offer ad and promotional space in our Virtual Race Bag.

## Sponsorship Levels and Benefits Chart

The Lam Research Heart & Soles Run offers organizations a wide range of sponsorship levels as well as branded event categories that can fit the culture or marketing objectives of a particular company. The chart below outlines the benefits for sponsors. The following pages go into more detail on the branded categories and open opportunities.

<b>Sponsorship Benefits</b>	<b>Impressions</b>	<b>Title Sponsor</b>	<b>Platinum</b>	<b>Gold \$9,000</b>	<b>Silver \$6,000</b>	<b>Bronze \$3,000</b>
<b>Impressions Total</b>		<b>1.3mil</b>	<b>800K</b>	<b>220K</b>	<b>100K</b>	<b>40K</b>
Name Integrated into Race Branding/Logo	300,000	X				
Finish Chute Banners	3,500	X	X			
Logo on Website Homepage	25,000	X	X			
Dedicated Webpage	3,000	X	X			
Logo in Community Newspaper Ad	200,000	X	X			
Logo in Full-Page SJ Mercury News Ad	611,000	X	X	X		
Name Branded in Registration Process	3,500	X	X	X		
Logo in Full-Page Bellou Publishing Ad	32,500	X	X	X	X	
Logo on Postcards	10,000	X	X	X	X	
Logo on Start/Finish Line Arch	3,500	X	X	X	X	
Logo on Race Shirt	2,500	X	X	X	X	
On Stage Presence	3,500	X	X	X	X	
Logo on Posters	500	X	X	X	X	
Seat on Executive Steering Committee		X	X	X	X	
Social Media Post (5 Facebook/Twitter)	30,000	X				
Social Media Post (4 Facebook/Twitter)	24,000		X			
Social Media Post (3 Facebook/Twitter)	18,000			X	X	
Social Media Post (2 Facebook/Twitter)	12,000					X
Promotional Opportunity at the Festival Area	10,000	X	X	X	X	X
Specific Signage Related to Item	5,000	X	X	X	X	X
Opportunity to have Offer in Virtual Race Bag	3,500	X	X	X	X	X
On Stage Mention	3,500	X	X	X	X	X
Logo & Link on Sponsor page	3,000	X	X	X	X	X

*Impressions are based on projected estimates of attendance, collateral print numbers/distribution and documented circulations. They are provided to give prospective sponsors comparative metrics between sponsorship levels and are not guaranteed. All delivered benefits are subject to availability and production timelines.*

## Branded Sponsorships

Branded Sponsorships include events, contests, and categories that are specific to a particular element within the Lam Research Heart & Soles Run. Many sponsor categories include benefits in addition to those indicated on the Sponsorship Levels and Benefits Chart on page 4.

### **Title Sponsor - Filled**

The Title Sponsor is the premier level of sponsorship. The sponsor's name is integrated into the title of the event as well as on the event logo. These two large elements ensure that this sponsor receives the highest level of exposure in all aspects of the marketing of the event in all channels. The Title Sponsor also receives the most comprehensive benefits package available.

### **6K Run - Platinum - Includes Branded Signage at Course-Split**

The 6K run/walk makes up approximately 60% of our race's participants. This category has tremendous branding opportunities not only through Heart & Soles promotional materials, but it also includes your company name ("XX Company" 6K Run/Walk) on the registration homepage, which receives over 3,500 annual page views. Additionally, the 6K sponsor is prominently featured on the course map in one of our full-page Mercury News Ads.

### **10K Run - Platinum - Includes Branded Signage at Course-Split**

The 10K run makes up approximately 40% of our race's participants. This category has tremendous branding opportunities not only through Heart & Soles promotional materials, but it also includes your company name ("XX Company" 10K Run) on the registration homepage, which receives over 3,500 annual page views. Additionally, the 10K sponsor is prominently featured on the course map in one of our full-page Mercury News Ads.

### **Kids Fun Run - Gold \$9,000**

The Kids Fun Run sponsor gains great branding through one of the most engaging elements of the race. The Kids Fun Run features dash distances for kids ages 2 - 7. The course starts and finishes at the main Start Line. Following the 6K and 10K event, the Kids Fun Run has a great family emphasis that includes a healthy and fun experience that makes young participants feel special.

### **Corporate Challenge - Gold \$9,000**

Companies throughout the Silicon Valley are invited to participate as corporate teams at the Heart & Soles Run. Teams of 20 employees or more are provided with a table and chairs in our Corporate Challenge area on race day, and their companies are encouraged to subsidize or match employee registration fees as donations to our benefiting organizations. This highly branded challenge has significant exposure within the local corporate community.

### **Expo and Packet Pickup Sponsor - Silver \$6,000**

The Expo and Packet Pickup Sponsorship provides the sponsor direct branding to registrants during the expo at Sports Basement. This also includes the opportunity to have exposure to the general public and the Sports Basement customer base. The sponsor for this category is also branded on the day of the event at the packet pickup area.

### **Official Race Timing Sponsor - Silver \$6,000**

The Official Race Timing Sponsorship offers one of the most unique branding opportunities. This sponsorship features branding around both sides of the event timing clocks at the start and finish line. It also includes special branding on the event countdown clock on the homepage and all sub-pages on the Heart & Soles website.

### **Photo Booth Sponsor - Silver \$6,000**

The Photo Booth features a sponsor branded backdrop on a raised stage. Participants are encouraged to take photos on stage and post on social media at the station, positioned in the Festival Area. This sponsorship is highly interactive and visible on race day.

**Mile Marker****Miles 1, 2, 3 - Silver \$6,000 4, 5, 6 - Bronze \$3,000**

Mile Marker sponsors have special sponsorship elements along the race course. Sponsors receive tall, branded signage on both sides of the course. The sponsor's designated mile is included in the course map, as well as featured in our Mercury News Ad. Sponsors also have the opportunity for employees to come out at their mile marker to help cheer on our participants.

**Hydration Station****Miles 1.5 - Silver \$6,000 Mile 4 - Bronze \$3,000**

Hydration Stations play an important role in offering participants water/beverages at two points on the course. Hydration Station sponsors receive tall branded signage on both sides of their stations. The sponsor's designated stop is included in the course map. Sponsors also have the opportunity to have employees come out to their station to hand out water/beverages and cheer on participants.

**Lead Car Sponsor - Bronze \$3,000**

The Lead Car Sponsor has the unique opportunity to have great exposure at the start and finish line of the event. This sponsorship includes a branded vehicle (sponsor provided) that leads the start of the race and then is displayed near the finish line. This opportunity offers prime visibility to the crowd during the beginning of the race.

**Volunteer Sponsor - Bronze \$3,000**

The Volunteer Sponsor is branded on the 300+ volunteer shirts and on the volunteer registration page. It gives great branded exposure in front of the race participants, supporters and the general public. Volunteers perform key aspects of the race including course management, bib and shirt distribution, start and finish line logistics to many other jobs that are highly visible to participants and the public.

**Official Rideshare Provider Sponsor - Bronze \$3,000**

The Official Rideshare Provider Sponsorship features branded drop-off and pick-up zone(s) at the race venue for rideshare services. The sponsor is also included in the venue map and is promoted in event reminders to the 2,500 registrants.

**Festival Area Sponsor - Bronze \$3,000**

The Festival Area is located at the Start/Finish Line, where participants, sponsors, partners, and vendors will gather pre and post race. Our main stage will be branded with your company name, thus giving the Festival Area Sponsor a highly visible presence at the event.

**Sweat Check - Bronze \$3,000**

Sweat check is where people stow their sweatshirts, hats, and bags while enjoying the race, to be picked up afterwards. They may also leave their bike at Sweat Check. The sweat check sponsor will have signage at the tent.

**Heart Wall - Bronze \$3,000**

The Heart Wall sponsor is branded alongside over 200 dedicated "hearts," which participants can donate through our registration page. Each heart provides an opportunity for the runner to include a name or encouraging message in support of health and wellness. This element is highly visible, and provides a key backdrop for post-race photos.

**Chasing Health Challenge - Bronze \$3,000**

The Chasing Health Challenge allows a company to choose and sponsor a runner to participate in the Heart & Soles Run. In addition to the sponsorship package amount, the Chasing Health Challenge Sponsor will donate \$1 for every dollar their chosen runner passes along the course on race day.

**Custom Sponsorship - Variable \$**

Our race team can also develop a custom sponsorship that fits the needs of an organization that may want to customize its benefits package or has a variable monetary level that does not fit into the outlined sponsorship levels.

## Conclusion

The Lam Research Heart & Soles Run continues to grow in popularity each year. All of this success is made possible by our supportive sponsors. As a non-profit event, this race provides crucial assistance for charitable organizations.

Sponsorship opportunities provide great benefits that will help your company accomplish its branding and philanthropic goals. The public will recognize your brand as one that supports important youth health and exercise programs. Our sponsorship packages ensure that your organization will be effectively promoted before, during, and after the event.

For more information or sponsorship inquiries, please contact:

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