

35th Annual
Central Park Invitational
Surf City, USA



Huntington Beach, CA - October 1, 2016
Fountain Valley High School
Cross Country / Track & Field Boosters



I am contacting you to offer an excellent opportunity to reach many potential customers at a very reasonable investment! On Saturday, October 1st, 2016, the thirty-fourth annual Bill Thompson Central Park Invitational will be held at beautiful Huntington Beach Central Park. **Over 3,750** cross country athletes from approximately **70** high school teams in California, Arizona, and Nevada will compete in this event. Additionally, approximately **5,000** spectators come to cheer on the athletes. This event is hosted by the Fountain Valley High School Cross Country/Track & Field Boosters. The organization is tax-exempt under Section 501(C) (3) of the Internal Revenue Code. Our Federal Identification Number is 33-0948749. Revenues earned from the event will be used to help support the cross country and track and field teams at Fountain Valley High School.

A number of opportunities exist for businesses wishing to reach a diverse clientele in the high school age range, as well as spectators and supporters of all ages. Please review the options below.

Platinum Level – maximum of ONE PRIMARY SPONSOR with Name Rights - \$5000.00

- Front & Center on cover of program: **The “Your Name” – Central Park Invitational**
- Full page ad in program
- Company Name/Logo printed as Top billing on back of T-shirts
- Company Name/Logo at the Top of the CPI website (<http://www.fvhs-xctf.org/>)
- Competitor block out *
- Sponsorship announcements throughout the meet.
- Sponsor will be mentioned in announcements throughout the days’ events.
- Sponsors may erect their own booth (up to 20’ by 10’) at the meet for marketing purposes to give free samples or sell product.
- May erect inflatable advertisement at meet (must supply own power and attendant)

Gold Level – maximum of three sponsors - \$1000.00

- Full page ad in program
- Sponsor’s Company logo printed on back of T-shirts.
- Company will be listed with link on our CPI website (<http://www.fvhs-xctf.org/>)
- Competitor block out *
- Sponsorship announcements throughout the meet.
- Sponsor will be mentioned in announcements throughout the days’ events.
- Sponsors may erect their own booth (up to 20’ by 10’) at the meet for marketing purposes to give free samples or sell product.
- May erect inflatable advertisement at meet (must supply own power and attendant)

Silver Level – maximum of six sponsors - \$500.00

- Half page ad in program
- Company logo printed on back of T-shirts
- Company will be listed with link on our CPI website (<http://www.fvhs-xctf.org/>)
- Sponsorship announcements throughout the meet
- Sponsor will be mentioned in announcements throughout the days' events.
- Sponsor may erect their own booth (up to 10' by 10') at the meet for marketing purposes to give away free samples or to sell product.

Bronze Level – maximum of ten sponsors - \$250.00

- Quarter page ad in the program
- Company logo will appear on CPI website (<http://www.fvhs-xctf.org/>)
- Sponsor will be mentioned in announcements throughout the days' events.

Service Vendor Sponsor –

- Sponsor may erect their own booth (up to 10' by 10') at the event for purpose of product sales.
- A minimum % of Revenue must be donated to FVHS-XC/T&F Boosters a non-profit organization.
- Company logo will appear on CPI website (<http://www.fvhs-xctf.org/>)
- Sponsor will be mentioned in announcements throughout the days' events.
- Service Vendors limited to those approved by a Booster Board of Directors vote.

* **Competitor Block out** – Top Level sponsors will be granted “category exclusivity”. This means that, for example, only ONE sporting goods retailer, ONE nutritional supplement seller, ONE automobile manufacturer, ONE financial institution, etc. This will limit your competitors from participation in the event, and will maximize your organizations advertising potential.

Coach's Bags – We create individual bags for each head coach of every team. Sponsor information, samples, or other materials can be placed into each bag, provided the FVHS Cross Country/Track & Field Boosters have the materials no later than September 26th, 2016.

Service Vendors – Sponsors invited to set up a booth and sell products at the meet in return for contributing a portion of your sales to our non-profit organization.

FVHS Cross Country / Track & Field Boosters reserve the right to approve or deny sponsorship.

We sincerely appreciate your consideration. Please feel free to contact me if you have any questions, or to reserve your place in this exciting event!

Best regards,

Selena Marion
FVHS Cross Country/Track & Field Boosters
(714) 448-3214
smarion@socal.rr.com



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35th Annual Central Park Cross Country Invitational Sponsorship Form

Sponsorship Level:

_____ Platinum (\$5000) _____ Gold (\$1000) _____ Silver (\$500) _____ Bronze (\$250)

_____ Service Vendor (% sales donated back: _____)

Company: _____

Address: _____

City, State, Zip: _____

Contact Name: _____

Contact Phone #: Office _____ Cell: _____

Contact Email: _____

Platinum/Gold/Silver Level Sponsors and Service Vendors:

As a gold or silver level sponsor or service vendor at CPI you will be permitted to set up a self-contained booth that will be staffed by your employees. Race time is 8:00 a.m. to 4:00 p.m. Your company should plan on setting up around 6:30 a.m. For planning purposes we need the following information about your company:

- Approximate size footprint that your booth will require: _____
- Items/Products to be included in your booth: _____
- Any other information you would like us to know: _____

All Sponsors/Vendors:

Would you like us to include information, samples, etc about your company in the coach's bags? (All items must be provided to us by Sept. 23rd.): _____

Thank you for your sponsorship! All donations are tax deductible (tax ID # 33-0948749). **Please mail this form and check made out to FVHS Cross Country/Track & Field Boosters to:**

**FVHS Cross Country/Track & Field Boosters
18828 Brookhurst St., PMB 160
Fountain Valley, CA 92708**

I look forward to working with you and your company!

Selena Marion
FVHS Cross Country/Track & Field Boosters
(714) 448-3214 smarion@socal.rr.com