



I am contacting you to offer an excellent opportunity to reach many potential customers at a very reasonable investment! On Saturday, October 2<sup>nd</sup>, 2021, the 40th annual Central Park Invitational will be held at beautiful Huntington Beach Central Park. **Nearly 6,000** cross country athletes from **over 500** high school teams in California, Arizona, Nevada, Oregon, Washington & Hawaii will compete in this event. Additionally, an approximate **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 Upper Level – maximum of ONE PRIMARY SPONSOR w/ Name Rights - \$5,000.00**

- Cover of program: **The “Your Name” – Central Park Invitational**
- 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 \*
- Sponsor will be mentioned in announcements throughout the days’ events.
- Sponsors may erect their own booth (up to 30’ 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)

**Diamond Level – \$2500.00**

- Lower Cover of program: **Central Park Invitational also brought to you by “Your Name”**
- Company Name/Logo printed directly under CPI Logo on back of T-shirts
- Company Name/Logo directly under Platinum Sponsor on CPI website (<http://www.fvhs-xctf.org/>)
- Competitor block out \*
- 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 - \$1000.00**

- 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 \*
- Sponsor will be mentioned in announcements throughout the days' events.
- Sponsors may erect their own booth (up to 10' 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 – \$500.00**

- Company logo printed on back of T-shirts
- Company will be listed with link on our CPI website (<http://www.fvhs-xctf.org/>)
- 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**

- Company logo printed on back of T-shirts
- Company logo will appear on CPI website (<http://www.fvhs-xctf.org/>)
- Sponsor will be mentioned in announcements throughout the days' events.

### **Food Vendor Sponsor –**

- Sponsor may erect their own booth (up to 10' by 10') or provide a Food Truck.
- A minimum of 25% or Revenue must be donated to FVHS-XC/T&F Boosters a non-profit organization with a minimum donation of \$500. Whichever is greater.
- 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** – “Category Exclusivity”. This will limit your competitors from participation in the event, and will maximize your organizations advertising potential.

\* **Coach's Bags** – All Sponsors may provide promotional materials, samples or items that will be placed in bags that will be provided for each head coach. Materials must be delivered 2 weeks prior to the event.

**Service Vendors** – Sponsors invited to set up a booth and sell products at the meet in return for a minimum \$250 contribution or 20% of sales, whichever is greater. Must have board approval.

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,

Don Marion  
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FVHS Cross Country/Track & Field Boosters  
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**40<sup>th</sup> Annual Central Park Cross Country Invitational Sponsorship Form**

Sponsorship Commitment:

Platinum (\$5,000)       Diamond (\$2,500)       Gold (\$1,000)  
 Silver (\$500)       Bronze (\$250)       Food Vendor  
 (25% or \$500 – whichever is greater)

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone #: \_\_\_\_\_ Cell: \_\_\_\_\_

Contact Email: \_\_\_\_\_

**Platinum/Gold/Silver Level Sponsors and Service Vendors:**

Race time is 8:00 a.m. to 4:00 p.m. Your company should plan on setting up around 6:30 a.m. unless you have been approved for Friday set up. For planning purposes, please list the following information:

- Items/Products to be included in your booth: \_\_\_\_\_
- Any other information you would like us to know: \_\_\_\_\_

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**

For additional information, contact: Don Marion – CPI Producer / 714.231.4886 / [cpiproducer@gmail.com](mailto:cpiproducer@gmail.com)