



February 4, 2017
Town Green • The Woodlands
Boys & Girls • Grades K – 8th

Discover Kids Running For Kids

Kids Running For Kids is a community-wide initiative that promotes education, physical fitness and community outreach in our youth. On February 4, 2017, Kindergarten through 8th graders will make a difference by running a race that supports a great Conroe Independent School District (CISD) initiative, **Read for a Better Life**. Families and our community will impact future generations as we invest in our kids' fitness, encourage a lifelong committee to learning, and create a strong foundation for social responsibility.



Read for a Better Life is a call to action for parents, guardians, and volunteers to cultivate a culture of reading and learning among students of all ages. The goal is to read aloud to students for at least 30 minutes a day.

For more information visit
<http://readaloud.conroeisd.net>

**Participants are encouraged to bring a book donation, benefitting CISD schools, on race day!*

2016 Kids Running For Kids in Review

- Raised \$10,000 for the CISD Read for a Better Life Initiative
- Hundreds of books donated by children who participated in the race
- 1,000 Kids registered and made a difference in their community!

Watch our 2016 recap video at: www.KidsRunningForKids.com



To become a sponsor partner today email: sponsor@KidsRunningForKids.com

www.KidsRunningForKids.com



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Event Sponsorship

Kids Running For Kids believes in offering businesses the unique opportunity to become an official partner within the event. We will create custom unique packages for businesses that are interested in race exclusivity. The following are a few suggested sponsorship opportunities. Contact the sponsorship director at sponsor@kidsrunningforkids.com for details.

Kids Running For Kids 3 Levels of Sponsorship

Platinum: \$2500

- Company name/logo on race banners for race day
- Promotional item in race bag. No fliers
- 10x10 marketing space at post race event
- Logo + Link on Kids Running For Kids website until September 2017 (10,000 + views)
- 5 Free entries to race
- PA announcements – recognized during public announcements on race day (3,000 + people)
- Finish line signage
- Post race email to all participants with company logo and link to website

Gold: \$1000

- Company name/logo on race banners for race day
- Promotional item in race bag. No fliers
- 10x10 marketing space at post race event
- Logo + Link on Kids Running For Kids website until September 2017 (10,000 + views)
- 2 Free entries to race

Silver: \$500

- 10x10 marketing space at post race event

For more information on how to become a race sponsor, contact:
sponsor@KidsRunningForKids.com

www.KidsRunningForKids.com



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Exclusive Product Sponsorship Opportunities

KRK Official Race Tech T-Shirt Placement

- See graphic for placement and pricing
- 6 prominent spaces available + 2 sleeve sponsors

KRK Official Drawstring Race Bag (\$1,000)

- See graphic for placement
- 1 sponsor only
- Given to each registrant and companion runner (1,000+)

KRK Official Race Finishers Medal (\$1,000)

- 1 sponsor only
- Die cast finish, see graphic for placement
- Given to each runner (800+)

Other Sponsorship Opportunities

Gypsy Market Vendor (\$150)

- 1 6' table and black tablecloth for merchandise only. No food or fliers.
- Signage, chairs, electricity provided

KRK Official Activity (*Speak to Sponsor Director)

- Insurance and waivers if needed must be provided
- No vehicles

Food Vendor (*Speak to Sponsor Director)

- Insurance and copy of health permit must be provided

* sponsor@KidsRunningForKids.com



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Product Sponsorship

Official Race Tech T-Shirt



Race Shirt Pricing Key

\$600	1-3
\$500	4-6
\$1500	Each Sleeve

Official Medal



Front

Official Swag Bag





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Description of Marketing Investment

Company/Organization Name _____

Contact Name (Print) _____ Title _____

Signature _____ Date _____
(Authorized Signature)

Mailing Address _____

City _____ State _____ Zip _____

Phone _____

Email Address _____

Website URL (Link for promotion) _____

Printed name and title _____

Accepted by _____ Date _____
(Authorized Signature)

Payment Options

Credit Card

Company/Organization Name _____

Credit Card # _____ Exp. Date _____ 3 Digit Code _____

I approve the transaction of \$ _____

Authorized Signature _____

Check

Make checks payable to: **Kids Running For Kids**

Kids Running For Kids

6565 Research Forest Drive

The Woodlands, TX 77381