



February 3, 2018  
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 3, 2018, 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 commitment 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!*

### 2017 Kids Running For Kids in Review

- Raised \$11,000 for the CISD Read for a Better Life Initiative
- Hundreds of books donated by children who participated in the race
- 1000 Kids registered and made a difference in their community!

Watch our 2017 recap video at: [www.KidsRunningForKids.com](http://www.KidsRunningForKids.com)



To become a sponsor partner today email: [sponsor@KidsRunningForKids.com](mailto:sponsor@KidsRunningForKids.com)

[www.KidsRunningForKids.com](http://www.KidsRunningForKids.com)



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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](mailto: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 2018 (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 2018 (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](mailto:sponsor@KidsRunningForKids.com)

[www.KidsRunningForKids.com](http://www.KidsRunningForKids.com)



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## **Exclusive 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](mailto:sponsor@KidsRunningForKids.com)

# KIDS running for KIDS The Woodlands 2018

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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