



11th Annual Willow Glen 5K Run/Walk

Saturday, May 9, 2020, 9:00 a.m.

Lincoln Ave. at Minnesota Ave.

Reach highly-targeted customers and give back to local schools!

The **Willow Glen 5K RUN/WALK for Education** is a successful volunteer-coordinated community race through the Willow Glen neighborhood of San Jose. This event includes an average of 2,000 participants each year, ranging from recognized local runners to parents pushing strollers. Racers, families and neighbors then join together at the finish line for a post-race festival featuring sponsor signage, booths, pancake breakfast, kid zone, and promotional swag.

As a prominent local business/organization, we would like to invite you to become a sponsor for this year's race. Sponsorship increases awareness and recognition of your business to parents, local schools and the entire Willow Glen community through promotional materials that reach tens of thousands of local residents. Sponsorship opportunities range from \$500 to \$5,000 and offer varying degrees of pre-race and race day promotions. Please see the attached flier for details, visit our web site at willowglen5k.org/sponsorships, or send mail to sponsorships@wg5k.org for more details.

This year's run will take place on **Saturday, May 9, 2020**. Proceeds from the race go to Willow Glen Elementary and other participating schools PTAs. To fund after-school, arts, science, sports and many other programs.

Why should you sponsor this event?

- **EXPOSE** your business to Willow Glen and surrounding communities.
- **INCREASE** brand recognition of your product and services.
- **DISTRIBUTE** information and materials to showcase your products and services.
- **DRIVE** participants to your website.
- **SUPPORT LOCAL SCHOOLS AND OUR COMMUNITY** as proceeds benefit Willow Glen Elementary and other participating local schools.

About the Race

The Willow Glen 5K is a certified, fast and flat course that starts in downtown Willow Glen, at the corner of Lincoln Ave. at Minnesota. The course travels through downtown Willow Glen on Lincoln Ave., winds its way through Willow Glen residential streets and finishes 200 yards from the starting line in the Willow Elementary School courtyard and in front of the post-race festival. Volunteers and police will monitor the cross-traffic at most intersections. Volunteers and community groups will line the race course to cheer racers on and provide entertainment – while providing great visibility for participating sponsors!

For more information, send mail to sponsorships@wg5k.org or visit our site at willowglen5k.org.

2020 Willow Glen 5K Sponsorship Levels

Benefit	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500
High-Visibility Banner Placement at corner of Minnesota and Lincoln (must commit by March 1)	X	X		
Race Day Recognition				
Awards Ceremony Recognition	X			
Start/Finish Line Banner	X			
Logo on Mile Markers	X	X		
Logo on Race Bag	X	X		
Festival Plaza Banner	X	X		
Post-Race Festival Booth	X	X	X	
Materials in Race Bag	X	X	X	
Pre-Race Recognition				
Logo Placement				
Postcards (Mailed to 6,000 local households)	X	X	X	Name
WG5K Website Home Page	X	X	X	X
Posters in Downtown Willow Glen businesses	X	X	X	X
T-Shirt	X	X	X	X
E-Mail Blasts	X	X	X	X
Facebook and Twitter Recognition	X	X	X	X
Complimentary Sign-Ups	15	10	2	2

Your Sponsorship in Action!

