



"Supporting families whose children suffer from life-threatening illnesses, diseases and disorders"

**8th Annual 5K Run/Walk
Saturday, Feb. 4, 2017**

SPONSORSHIP INFORMATION FOR BUSINESSES

The Mitchell Thorp Foundation (MTF) is proud to host our 8th Annual 5K Run/Walk event on Saturday, February 4, 2017 at Carlsbad's Poinsettia Park. Our event is expected to attract 1,000+ participants, and will feature music, fun, interactive activities, vendors, prizes, food, Kids' Fun Run, and an inspirational Opening Ceremony.

MTF is a public non-profit 501(c)(3) that helps families whose children suffer from life-threatening illnesses, diseases and disorders, by providing financial, emotional and resource support in their desperate situations. Your support goes to MTF programs to assist them in crisis.

We invite your business to participate in our event as a sponsor, and hope that you will consider this opportunity to support our mission in this community wide event. The sponsor package includes the different levels of participation; all the forms and additional information that you will need to become a sponsor of our event.

Come join us in making a difference in the lives of children. We look forward to having you and your employees at our event, and discussing with you the many ways in which you and your business can participate.

If you have any questions, please do not hesitate to contact us at the email address shown at the bottom of the page.

Best Regards,

Mitchell Thorp Foundation
Brad and Beth Thorp
Co-Founders

SPONSORSHIPS

Event sponsorships are a great opportunity for your business to receive exposure while supporting our organization and event.

| Sponsorship Name | Level | What Sponsors Receive* |
|-------------------------|--------------|---|
| Presenting Sponsor | \$15,000 | <ul style="list-style-type: none"> - Recognition in all public relations leading up to event, including event flyers and media relations - Advertisement through all social media outlets - Featured company in our eNewsletters - Recognition on MTF Website with link to company/organization website - Introduction of your representative(s), and business, as Presenting Sponsor during event opening ceremonies with speaking opportunity - Company Name/Logo included on Event Banner - Logo on T-shirts and running bibs - Up to 2 Free Booth Spaces (upon request) - Complimentary registration up to fifteen (15) people |
| Platinum | \$10,000 | <ul style="list-style-type: none"> - Recognition in all public relations leading up to event, including event flyers and media relations - Advertisement through all social media outlets - Featured company in our eNewsletters - Recognition on MTF Website - Introduction of your representative(s), and business, as “Platinum” sponsor during event opening ceremonies - Company Name/Logo included on Event Banner - Logo on T-shirts - Up to 1 Free Booth Spaces (upon request) - Complimentary registration up to ten (10) people |
| Gold | \$5,000 | <ul style="list-style-type: none"> - Recognition in all public relations leading up to event, including event flyers and media relations - Announcement of your sponsorship during Event Opening Ceremonies - Advertisement through all social media outlets - Featured company in our eNewsletters - Recognition on MTF Website - Company Name included on Event Sponsor Banner - Logo on T-shirts - Up to 1 Free Booth Space (upon request) - Complimentary registration up to five (5) people |
| Silver | \$2,500 | <ul style="list-style-type: none"> - Company Name included on Event Sponsor Banner - Recognition on MTF Website - Logo on T-shirts - Up to 1 Free Booth Space (upon request) - Complimentary registration up to two (2) people |



| | | |
|-----------------------|-------------|--|
| Bronze | \$1,000 | <ul style="list-style-type: none"> - Company Name included on Event Sponsor Banner - Recognition on MTF Website - Complimentary registration up to one (1) person |
| People Helping People | \$100-\$500 | <ul style="list-style-type: none"> - Recognition on MTF Website |

* Applications must be submitted on or before the published due date to ensure receipt of all sponsor benefits

Sponsor Benefit Deadlines

Get the most from your sponsorship by meeting these key dates.

November 15, 2016 Logo or name placement for Magazine Advertisement/Email marketing

November 1, 2016 Logo or name placement for Event Flyers (if date has passed will run 2nd print)

December 31, 2016 Expo Booth Space

January 7, 2017 Company Name/Logo for Event Banner

January 7, 2017 Logo or name placement on T-shirts

January 15, 2017 Logo placement on official Mitchell Thorp Foundation website homepage

January 15, 2017 Complimentary Registrations for Sponsors Entry Information Submitted

MAIL SPONSOR DONATION WITH COMPLETED APPLICATION AND RELEASE OF LIABILITY TO:

Mitchell Thorp Foundation
 6965 El Camino Real, Suite 105-433
 Carlsbad, CA. 92009

MTF is a registered 501(c)(3) Public Benefit Corporation. Our Tax ID number is 27-0824320.

Since our founding in 2009, approximately 93% of all funds expended have been used to assist qualified families. All disbursements are made directly to vendors providing services for approved services, ensuring that funds are only used for the intended purpose.

Thank You for your donation!

SPONSOR APPLICATION

PLEASE FILL OUT THIS APPLICATION AND RELEASE OF LIABILITY FORM COMPLETELY.

| | |
|---|--|
| Business Name | |
| Contact Name | |
| Street Address City, State Zip | |
| Email | |
| Phone (Day) | |
| Phone (Evening) | |
| Preferred Contact Method | |
| Sponsorship Level | |

RELEASE FROM LIABILITY AND INDEMNIFICATION

In submitting this application, I acknowledge that I understand the terms and conditions of this event and agree to adhere to the conditions as stated above.

I agree to waive and release the Mitchell Thorp Foundation and the City of Carlsbad, including elected officials, agents, employees and volunteers (collectively "Released Parties") from and against all claims, costs, liabilities, expenses or judgments including attorney's fees and court costs arising out of the vendor's or sponsor participation in event, or any illness or injury resulting there from, and hereby agree to indemnify and hold harmless the Released Parties from and against any and all such claims, whether caused by negligence or otherwise, except for illness and injury resulting directly from the gross negligence or willful misconduct on the part of the Released Parties.

I understand and agree that by signing this waiver I am releasing the Released Parties from any liability resulting from my participation in this event. I understand that none of the Released Parties is authorized to modify this waiver and release. I certify that I have personally read and understood this waiver and release.

Name: _____ Title: _____

Signature: _____ Date: _____