



September 17, 2017, 8am Park Avenue, Falls Church City

This event takes runners through the charming neighborhoods of the City of Falls Church. It attracts both serious and novice runners alike by offering a race-sanctioned route and a Fun Run for family participants. In 2016, over 750+ runners, walkers and volunteers participated in the 12th Annual Run for the Schools. We anticipate 800 runners and walkers will participate in the 2017 race. Run for the Schools is part of the City of Falls Church Fall Festival Weekend which includes the Fall Festival and Taste of Falls Church on the Saturday preceding the race.

Proceeds from Run for the Schools provide supplemental support to the Falls Church City Public Schools. Falls Church Education Foundation is a 501(c)3 registered non-profit organization. The event is directly promoted to 6000+ contacts and throughout the region's running population.

- **5K Title Sponsor \$10,000 (1 available)**
 - corporate logo printed on all promotional materials as "Title Sponsor"
 - corporate logo printed on event banner and yard signs throughout the region
 - listing in promotional materials placed in regional sports/running printed and online publications i.e. Washington Running Report
 - recognition as lead sponsor by announcer at race venue
 - opportunity to include a promotional item or materials in participant race packets
 - opportunity to staff a promotional table or booth at post-race Family Party
 - corporate identity printed on race T-shirts as "Title Sponsor"
 - listing in event press releases, Foundation newsletter and Foundation website
 - registration for up to 10 runners / walkers
 - listing in online race description www.fcedf.org and Run Page

- **1-mile Family Fun Run Sponsor \$5,000 (1 available)**
 - corporate logo printed on promotional materials as "Fun Run Sponsor"
 - opportunity to include a promotional item or materials in participant race packets
 - opportunity to staff a promotional table or booth at post-race Family Party
 - corporate identity printed on race T-shirts as "Fun Run Sponsor"
 - listing in event press releases, Foundation newsletter and Foundation website
 - listing in online race description www.fcedf.org and Run Page
 - registration for up to 8 runners / walkers

- **Registration Sponsor \$2,000 (1 Available)**
 - on-site signage at pre-event packet pick-up (Friday evening at sponsor location and Saturday at the Fall Festival in Cherry Hill Park)
 - opportunity to include a promotional item or materials in participant race packets
 - opportunity to staff a promotional table or booth at post-race Family Party
 - corporate logo printed on race T-shirts
 - listing in event press releases, Foundation newsletter and Foundation website
 - registration for up to 6 runners / walkers
 - listing in online race description www.fcdf.org and Run Page

- **Starting Line Sponsor \$1,500 (1 available - SOLD)**
 - on-site signage at Start Location
 - opportunity to present remarks to runners before starting gun
 - listing in online race description www.fcdf.org and Run Page
 - corporate logo printed on race T-shirts
 - opportunity to include a promotional item or materials in participant race packets
 - listing in event press releases, Foundation newsletter and Foundation website
 - registration of up to 4 runners / walkers

- **Finish Line Sponsor \$1,500 (1 Available - SOLD)**
 - on-site signage at Finish Location
 - listing in online race description www.fcdf.org and Run Page
 - corporate identity printed on race T-shirts
 - opportunity to include a promotional item or materials in participant race packets
 - listing in event press releases, Foundation newsletter and Foundation website
 - registration of up to 4 runners / walkers

- **Warm Up Sponsor \$1,000 (1 Available - SOLD)**
 - on-site signage at Start Location
 - Opportunity to present remarks to runners before the run
 - listing in online race description www.fcdf.org and Run Page
 - corporate identity printed on race T-shirts
 - opportunity to include a promotional item or materials in participant race packets
 - listing in event press releases, Foundation newsletter and Foundation website
 - registration of up to 4 runners / walkers

- **T-Shirt Sponsors \$1,000 (9 available)**
 - corporate logo printed on race T-shirts
 - opportunity to include a promotional item or materials in participant race packets
 - listing in event press releases, Foundation newsletter and Foundation website
 - registration of up to 4 runners / walkers

- **Mile Marker Sponsors \$1,000 (3 available)**
 - corporate logo printed on race T-shirts
 - Signage on both sides of the street at mile (1, 2 or 3) marker
 - opportunity to include a promotional item or materials in participant race packets
 - listing in event press releases, Foundation newsletter and Foundation website
 - registration of up to 4 runners / walkers

- **Beverage Sponsor and/or Snack Sponsor \$1000 (2 Available - Beverage SOLD)**
 - Signage at Beverage/Snack Station (nutritional item for runners / walkers)
 - opportunity to include a promotional item or materials in participant race packets
 - opportunity to staff a promotional table or booth at post-race Family Party
 - corporate identity printed on race T-shirts as “Fun Run Sponsor”
 - listing in event press releases, Foundation newsletter and Foundation

Additional Event Sponsorships- *Post-Race Awards Ceremony & Family Party*

- **Awards Ceremony and Sponsor \$1,000 (1 Available)**
 - on-site signage at post-race location as Awards Ceremony sponsor
 - opportunity to include a promotional item or materials in participant race packets
 - opportunity to staff a promotional table or booth at post-race Family Party
 - corporate identity printed on race T-shirts
 - listing in event press releases, Foundation newsletter and Foundation website

- **Family Activities Sponsorships: \$750 (1 Available)**
 - Family Activities include a post-race moon bounce and face painting for kids of all ages!
 - opportunity to staff a promotional table or booth at post-race Family Party
 - listing in event press releases, Foundation newsletter and Foundation website
 - on-site signage at post-race location

- **Cash Prize Sponsor \$500 (1 Available)**
 - Two cash prizes @\$100 will be awarded to overall top male and female runners
 - opportunity to staff a promotional table or booth at post-race Family Party
 - listing in event press releases, Foundation newsletter and Foundation website
 - on-site signage at post-race location

2015 Sponsors	2016 Sponsors
<p>American College of Commerce & Technology Apple Federal Credit Union Baroody Camps Citizens for a Better City Phil Duncan for City Council Family Medicine in Falls Church Growing Smiles Markon Solutions McEneaney Associates - Staff Hennessey New Editions Consulting Gabi & John Sandoz SuperCuts West Broad Residences Erin Gill for FCC School Board Letty Hardi for FCC City Council Viget Tori McKinney - Rock Star Realty Falls Church Tees</p> <p><u>Prizes:</u> Body Dynamics Clare & Don's Beach Shack Art & Frame of Falls Church Core Power Yoga Economy Party Supplies & Costumes Local Market Massage Envy Spa Original Pancake House Plaka Grill Potomac River Running South Block Co. Zinga</p>	<p>American College of Commerce & Technology Arcadis Art and Frame of Falls Church Baroody Camps Citizens for a Better City Melissa Dana & Tom Saberhagen Engel & Volkers - Angela Decic Flippin' Pizza Family Medicine in Falls Church The Local Market Markon Solutions New Editions Consulting, Inc. Road Runner Sports SuperCuts Tori McKinney – Rock Star Realty Viget Weichert Realtors - Chris Earm</p> <p><u>Prizes:</u> Body Dynamics Cafe Rio Dancing Mind Elevation Burger Flippin' Pizza Mile Marker Performance Original Pancake House Panera Bread Potomac River Running Road Runner Sports Supercuts Title Boxing</p>



Sponsorship Application - Sunday September 17, 2017, 8:00 AM

- Annual Fun Run and 5K Race Title Sponsor - \$10,000
- 1-mile Family Fun Run Sponsor - \$5,000
- Registration Sponsor - \$2,000
- T-Shirt Sponsor, Awards Ceremony Sponsor - \$1,000 (circle one)
- Starting Line (SOLD), Finish Line Sponsor (SOLD) - \$1,500
- Warm-up Sponsor (SOLD) - \$1,000 (circle one)
- Beverage Sponsor (SOLD), Snack Sponsor - \$1000 (circle one)
- Family Activities Sponsor - \$750
- Team Sponsor, Cash Prizes - \$500 (circle one)

Contact Name: _____

Company: _____

Address: _____

City: _____ State: _____

Zip: _____

Telephone: _____

Email: _____

Sponsor benefits include registration runners and/or walkers.

Names of Runners (timed)

5k _____

PAYMENT

Sponsorship Fee: \$ _____

Family Fun Run (non-timed)

Please check one: Visa MasterCard Check (payable to FC)

Credit Card Number _____ Exp. Date _____

Cardholder's Name _____ Signature _____

If your sponsorship includes the use of your logo, please email logo in a CMYK vector file, eps or Illustrator JPEG of TIF file.

Send to: FCEF* 800 W. Broad St. 203* Falls Church, VA 22046* dhiscott@fcedf.org *fcedf.org