

# Run For Reading

5K and 10K Race

2011  
Sponsorship  
Opportunities

Presented By



Kaysville  
Rotary Club

A Hare  
one day ridiculed  
the short feet  
and slow pace of the Tortoise,  
who replied, laughing:  
"Though you be  
swift as the wind,  
I will beat  
you in a race."  
The Hare,  
believing her assertion  
to be simply  
impossible, assented to the  
proposal; and they agreed that the Fox should  
choose the course and fix the goal. On the day appointed  
for the race the two started together  
The Tortoise never for a moment  
stopped, but went on with a slow but steady pace straight to  
the end of the course. The Hare, lying  
down by the wayside, fell fast  
asleep. At last waking up, and moving as fast as he could, he  
saw the Tortoise had reached the goal, and was  
comfortably dozing after her fatigue  
The Hare was once boasted of his speed before all the other  
animals. "I have never yet  
been beaten," said he, "when I put forth my  
full speed. I challenge any one here to race with me." The Tortoise  
quietly, "I accept your challenge." "That"  
is a good joke," said the Hare; "I could dance round you  
all the way." "Keep  
your boasting till you've  
beaten," answered the  
Tortoise. "Shall we race?" So a course  
was fixed and a start made.  
The Hare darted  
almost out of sight at once,  
but soon stopped and,  
to show his contempt for the Tortoise, lay  
down to have a nap.  
he saw the Tortoise just  
near the winning post and could not  
run up in time  
to save the race.  
Then said the winning Tortoise:  
"Plodding wins the  
race." Hare  
one day ridiculed  
the short feet pace of  
the Tortoise  
who replied, laughing: "Though  
your swift  
as the wind, I  
will beat you in a  
race." The  
Hare, believing her assertion  
to be just  
impossible assented to  
proposal;  
and they  
agreed that the  
Fox should  
choose  
the course and fix

## OVERVIEW

On Monday, July 4th, nearly one thousand runners, and several hundred spectators, will gather at the Davis High School football stadium for the 13<sup>th</sup> annual *Kaysville Rotary Run for Reading 5K and 10K Race*. This event has now become the third largest July 4th race in the State, behind Provo's Freedom Festival race and Park City's run.



A majority of the proceeds are used to promote literacy in our community by publishing and distributing free personalized, hard-bound books entitled, *I Like Me*, to all first graders in Kaysville's elementary school system. In addition, dictionaries are purchased and distributed free to all third graders in the Kaysville schools by Kaysville Rotary members. Last year, approximately 900 books and 1,000 dictionaries were handed out to students, and we anticipate the need for books and dictionaries to increase this year.

Proceeds from the race also help fund other worthwhile Rotary-sponsored projects--locally and internationally. A portion of funds support Rotary's youth volunteer group--The Interact Club--at Davis High School. The Interact Club provides students valuable leadership training skills and also offers students opportunities to help benefit the community through volunteer service.

Past funds from the race have also helped construct local projects such as the Kaysville Walkway at Ponds Park, the sports conditioning room and football stadium sound system at Davis High School, plus the Veteran's Memorial Plaque, located in front of the Kaysville Library. Other worthwhile Rotary projects include funding for health and literacy projects in third world countries, such as Africa, Thailand, Mexico and South America.

*Your sponsorship support is vital to the success of these meaningful programs. Plus, you'll be part of a community event that will generate strong corporate exposure and generate goodwill within the community. Your contribution is also tax-deductible.*

***Sponsor One of Utah's Largest July 4th Races!***

# FACT SHEET

## *Race Statistics and Projected Performance*

- DATE: Monday, July 4, 2011
- PERFORMANCE: Nearly 1000 participants are expected  
Fundraising goal is \$12,000+
- DEMOGRAPHICS: The event is open to male and female competitive and non-competitive runners and walkers. Ages range from 6 to 75, with the largest group between ages 18 to 45. Geographically, most participants live in Davis County.
- VENUE: Davis High School Football Stadium  
325 So. Main Street, Kaysville UT.
- FORMAT: 10K run, and 5K fun run/family walk
- COST: \$20 Pre-Race online registration, through June 28<sup>th</sup>  
\$30 Race Day registration
- COURSE DESCRIPTION: The course begins and ends at the Davis High football stadium and travels through the downtown Kaysville area. Volunteers provide water stations and assistance along the race route.
- RACE TIME: 730am 5k starts, 745 am 10K begins.
- AWARDS & RESULTS: All participants receive a commemorative poly, dry-fit T-shirt. Winners of each category are recognized and medals are issued following the race. Participant prizes are also drawn and handed out throughout the event.
- PROMOTION: Davis County Clipper  
Standard Examiner  
Utah Runner Magazine  
Posters
- CONTACT: Randy Cook, Race Director. 801-244-5426 cell, or [www.kaysvillerotary.com](http://www.kaysvillerotary.com) for online registration & additional race information

**Kaysville Rotary**  
**Run For Reading 5 & 10K Race**  
Monday, July 4th, 2011

***SPONSORSHIP OPPORTUNITIES***

**LEVEL ONE--\$250**

- Logo on the official Race T-shirt
- Logo on the Race Banner at the race site
- Sponsorship mention on the PA system

**LEVEL TWO--\$500**

- Logo on the official Race T-shirt
- Sponsorship mention in the Newspaper "Thank You" Ad.
- 2 Complimentary Race T-shirts
- Logo on the Race Banner at the race site
- Sponsorship mentions on the PA system

**LEVEL THREE--\$1000**

- Logo on the official Race T-shirt
- Sponsorship mention in the Newspaper "Thank You" Ad
- 3 Complimentary Race T-shirts
- Logo on the Race Banner at the race site
- Logo on all Race directional signs
- One onsite company banner
- Onsite vendor rights for product sampling, promotional materials, etc
- Promotional materials included in each Registration Packet
- Featured on the Race website for entire year
- Sponsorship mentions on the PA System

**LEVEL FOUR--\$3000**

- Logo on the front of the official Race T-shirt
- Sponsorship mention in the Newspaper "Thank You" Ad
- 4 Complimentary Race T-shirts
- Logo on the race Banner at the race site
- Logo on the Finish Line Arch
- On-site vendor rights for product sampling, promotional materials, etc.
- Promotional materials included in each Registration Packet
- Featured on the Race website for entire year
- Sponsorship mentions on the PA system
- Sponsorship mentions on DATC electronic sign
- Sponsorship identification in all student "I Like Me" books
- Company representation during book distribution at each school
- Product category exclusivity

## 2011 Run For Reading Sponsorship Agreement

I, the undersigned, agree to participate as a race sponsor, at a Level 1 2 3 4 , at a cost of \_\_\_\_\_ .

Name of Business \_\_\_\_\_

Address \_\_\_\_\_ Zip \_\_\_\_\_

Company/Agency Contact \_\_\_\_\_ Phone \_\_\_\_\_

Addendum or Comments:

This shall serve as a firm, non-cancelable contract for services rendered and entered into this \_\_\_\_ day of \_\_\_\_\_ 2011, between Kaysville Rotary and \_\_\_\_\_ herein referred to as Sponsor.

Acceptance by Sponsor \_\_\_\_\_  
Signature \_\_\_\_\_ Title \_\_\_\_\_

Acceptance by Kaysville Rotary \_\_\_\_\_  
Signature \_\_\_\_\_

Please remit check to:

Kaysville Rotary Club  
955 East Old Farm Road  
Kaysville, UT. 84037

Notwithstanding to whom bills are rendered, Sponsor, and/or Agency, jointly and severally, shall remain obligated to pay to Kaysville Rotary the amount of any bills rendered by Kaysville Rotary within the time specified and until payment in full is received. Payment by Sponsor to Agency shall not constitute payment to Kaysville Rotary.

# ADDENDUM

## Kaysville Rotary Club

Rotary International, the largest non-profit volunteer service organization in the world, has a membership of over 1.3 million volunteers. The Kaysville Rotary Club was formed in 1938 and serves the local community through many worthwhile educational programs and community projects. Kaysville Rotary is also involved in Rotary International's effort to eradicate polio worldwide, and to improve literacy and better health conditions among third-world countries.

## Vendoring Rights

If applicable, products or services may be permitted for sell or sampling at the venue during the race event. For more information, please contact Race Director, Randy Cook, at (801)244-5426.