

# Join the Human Race



## 40<sup>th</sup> Anniversary Volunteer Center OF SONOMA COUNTY *Connecting Volunteers for a Vibrant Community*

**It's the #1 collaborative  
fund-raising event  
in Sonoma County  
and the largest Human Race  
in the nation!**

Over 9,500 walkers and runners  
raise nearly a million dollars for  
250+ local nonprofit agencies.

**Show the community  
how much you care.**

## Be a Human Race Sponsor!

### **These benefits apply to all Sponsorship Levels:**

- ♥ Your company banner placed in a prominent location on race day in the Pancake Breakfast area
- ♥ A booth at the post-race "market place" where you can distribute promotional material to participants
- ♥ Acknowledgement on the Human Race web page:  
[www.humanracenow.org](http://www.humanracenow.org)
- ♥ A link from the Human Race web page to your company website
- ♥ Acknowledgement on the Human Race Facebook page
- ♥ Your logo included in twice-monthly E-newsletter, distributed to 3,000 contacts
- ♥ A Human Race representative to speak to your employees about how to get them involved in the event
- ♥ Acknowledgement at the post-race awards ceremony (invitations and programs)

### **Sponsorship Levels:**

As a Human Race Sponsor, your company gets all the benefits listed at left *PLUS* those listed below under the sponsorship level that you choose:

#### **\$20,000 ♥ Presenting Sponsor (3 available)**

- ♥ Your company logo placed most prominently on 10,000 Human Race event T-shirts (with "presented by" added if you wish)
- ♥ Your company logo placed most prominently on all event promotions and advertising
- ♥ Extensive print, radio and television coverage throughout the Human Race season of January through May in the Press Democrat and on several local radio stations
- ♥ Acknowledgement on race day via KZST's live broadcast from the event
- ♥ Your company interviewed on KZST on race day

#### **\$10,000 ♥ Presenting Sponsor (2 available)**

- ♥ Your company logo on 10,000 Human Race participant t-shirt sleeves (with "shirt sponsored by" added if you wish)
- ♥ Your company logo on all event promotions and advertising
- ♥ Acknowledgement on race day via KZST's live broadcast from the event
- ♥ Your company interviewed on KZST on race day

#### **\$7,500 ♥ Volunteer T-Shirt Sponsor (1 available)**

- ♥ Exclusive logo placement and tag line on the back of 500 Volunteer T-shirts, distributed and worn on race day and throughout the year
- ♥ Your company logo on all event promotions and advertising
- ♥ Acknowledgement on race day via KZST's live broadcast from the event
- ♥ Your company interviewed on KZST on race day

#### **\$7,500 ♥ Human Race Website Sponsor (1 available)**

- ♥ Your company as the sole sponsor of the 2012 Human Race website, which is the main portal for ALL race activities including fund-raising, race registration and general information
- ♥ Prominent display of your logo on homepage and throughout the website
- ♥ Banner ad on the top of event-sponsorships page
- ♥ Custom Google analytics on site traffic, click-throughs to your website (monthly)
- ♥ Your company logo on all event promotions and advertising
- ♥ Acknowledgement on race day via KZST's live broadcast from the event

#### **\$6,500 ♥ Fun & Games Sponsor (1 available)**

- ♥ A representative of your company as a Fun & Games judge
- ♥ Your company banner on the Fun & Games booth
- ♥ Your company logo on 10,000 Human Race participant T-shirt sleeves (with "shirt sponsored by" added if you wish)
- ♥ Your company logo on all event promotions and advertising
- ♥ Acknowledgement on race day via KZST's live broadcast from the event

**More Human Race Sponsorships**





## More Human Race Sponsorships

### **\$5,000 ♥ Gold Sponsor**

- ♥ Your company name printed on 10,000 Human Race participant T-shirts.
- ♥ Your company logo on all event promotions and advertising
- ♥ Acknowledgement on race day via KZST's live broadcast from the event

### **\$3,000 ♥ Pancake Breakfast Sponsor (1 available)**

- ♥ Your company as the sole sponsor of the 2012 Human Race Pancake Breakfast, which is in the main gathering area
- ♥ Your staff preparing and serving food (we will provide volunteers as well)
- ♥ Staff wearing your company's aprons or T-shirts
- ♥ Your company logo on all event promotions and advertising
- ♥ Acknowledgement on race day via KZST's live broadcast from the event

### **\$3,000 ♥ Human Race Facebook Page Sponsor (1 available)**

- ♥ Your company as the sole sponsor of the 2012 Human Race Facebook page
- ♥ Your company logo on all event promotions and advertising
- ♥ Acknowledgement on race day via KZST's live broadcast from the event

### **\$3,000 ♥ Silver Sponsor**

- ♥ Your company logo on all event promotions and advertising
- ♥ Acknowledgement on race day via KZST's live broadcast from the event

### **\$1,750 ♥ Breakfast of Champions Sponsor (3 available)**

- ♥ Four tickets to the Breakfast of Champions
- ♥ Your company logo on all event promotions and advertising

### **\$1,750 ♥ Water Station Sponsor (4 available)**

- ♥ Your employees volunteer at a water station at a designated point along the race course, offering refreshments and cheering people on
- ♥ Your company banner displayed at the water station
- ♥ Parking passes for race day (limit three per sponsor)
- ♥ Your company logo on all event promotions and advertising

### **\$1,500 ♥ Bronze Sponsor**

- ♥ Your company logo on all event promotions and advertising

### **\$500 ♥ Refreshment Station Sponsor (1 available)**

- ♥ Your company banner on the refreshment station at the end of the race course, visited by the 9,500 race participants

### **\$500 ♥ Volunteer Breakfast Sponsor (1 available)**

- ♥ Your company banner exclusively at the Volunteer Breakfast area, headquarters of 500 race volunteers, event coordinators and press activities on day of events



## Volunteer Center

OF SONOMA COUNTY

Connecting Volunteers for a Vibrant Community

A full list of our many programs and opportunities for participation can be found on our website

[www.volunteernow.org](http://www.volunteernow.org)

Phone (707)573-3399 ♥ Hours 8:30–5:00 weekdays

The Volunteer Center is closed on the second and fourth Fridays of each month

