



Dear Potential Sponsor,

We appreciate you taking the time to review this information for the 2017 *Running With the Bulls: Toros 5K and Toros 10K!*

This is the fourth year for the *Running With the Bulls*. Our first few years proved to be a huge success with overwhelming positive comments from seasoned and rookie runners alike. We are proud to announce that, due to popular demand, we will continue to offer a 10K route again this year! Our January 7, 2017 event will boast a 5K, 10K and a kids' ¼ mile fun run.

The Mountain View High School Student Council and the MVT Student Involvement Club are the official on-campus sponsors for this event. They work tirelessly to help to make it the best event it can be in a way that only they can. We also enlist the support of Poston JHS and Stapley JHS Student Councils. There will be two Eagle Scout projects involved. Various clubs also provide support. It is a truly a community event and a win-win opportunity for all involved:

1. The students gain leadership skills and large-event planning experience.
2. Runners, joggers and walkers receive one of the best event experiences possible. We are expecting to surpass 700 registrants this year.
3. Three deserving charities receive 100% of the proceeds (AzBrainfood, The Ronald McDonald House of Mesa, the Mountain View HS Scholarship Fund)

This event has been a great success in the past as a result of businesses like yours partnering with the Mountain View High School Student Council. By becoming a sponsor of the 2017 *Running With the Bulls*, we will expose you to a targeted demographic while also giving you the opportunity to give back to the community.

The following pages will describe our Sponsor levels and the benefits included. Please feel free to call me or talk with a student council representative with any questions you might have.

Thank you in advance for your time and donation!

Sincerely,

Ryan Norton
Race Director and
Mountain View High School Teacher
rmnorton@mpsaz.org



Sponsorship Opportunities

Bronze Sponsor: \$250

- Sponsorship listing on the Student Council and 5K/10K Facebook Pages, Twitter Feeds and Instagram accounts
- Recognition on www.mvtrun.com as well as registration confirmation emails with links.
- Frequent “shout-outs” from DJ during the event
- Option to place your small promotional products, coupons or fliers in “goodie bags.”
- Appear on a half-page flier of sponsors in each goodie bag
- Two complimentary entries in either the 5K or 10K (includes shirts and gift bags)
- You support great causes

Silver Sponsor: \$500

- Everything listed under “Bronze Sponsor,” plus:
- Logo on Participant T-Shirts
- Link to your business from mvt5k.com/www.mvtrun.com
- Option to have a booth at finish line area (you provide the pop-up)
- Additional complimentary entry in either run (total of 3, including shirts and gift bags)

Gold Sponsor: \$750

Limited Spots Available

- Everything listed under “Silver Sponsor,” plus:
- Logo on Volunteer Shirts with a complimentary shirt for you
- Signage along the run route
- Additional complimentary entry in either run (total of 4, including shirts and gift bags)
- More frequent recognition on social media outlets

Donation Sponsor: Any amount over \$10

Show your support for this event by making a donation. Any amount is appreciated. Every participant will receive a race bag and in that race bag will be promotional products from sponsors. We will also recognize your generosity by listing your name or your business name for any donation over \$10. Thank you.

Booth Only: \$50

Would you like to set up a booth at the finish line/on the field? You provide the pop-up and we will provide the race participants and the space. Please note that many runners do not carry wallets and that booths are most effective for promotion and exposure. Handouts are effective.

In-Kind Sponsorships

Do you have a product or service that is well-paired with an event like the Running With the Bulls? Please contact us for “in-kind” sponsorship opportunities.



Sounds great! Sign us up! We would like to sponsor Mountain View's 'Running With the Bulls: Toros 5K and 10K' on January 7, 2017 at the following level:

- Title Sponsor: Already taken by *Wright Orthodontics*
- Gold: \$750
- Silver: \$500
- Bronze: \$250
- Booth Space Only at Finish Line: \$50
- Donation: \$ _____
- I would like to discuss in-kind donation of _____

Name of Company: _____

Name of Company Contact: _____

Company Address: _____

Email: _____ Phone: _____

Website (for Silver and Gold Sponsor Links): _____

Please return this form and check to a student council representative or mail this form and check by September 15, 2016 to:

**MVHS Student Council / Toros Run
2700 E Brown Road
Mesa AZ 85213**

Make checks payable to Mountain View High School. Please include "MVT Run" in the memo line.

You will receive a confirmation email within a couple of days of receipt.

Please reach out to your contact from Student Council or their adviser, Dr. Farmer
Or contact Ryan Norton, MVT Teacher and Race Director, with any questions
@480-472-7136 or rmnorton@mpsaz.org
