

**BRING ON THE SUN RUN 5K**  
**MAY 5<sup>TH</sup>, 2012 – Magnuson Park, Seattle, WA**

www.SunRun2012.com

**Presented by Seattle University - Master of Sport Administration Program**

**2012 Benefactor: Rotary Boys and Girls Club**

Mission:

The Bring on the Sun Run 5K, in conjunction with Seattle University, is a non-profit event with the overall mission of:

- Support community based programs through physical activity, health and wellness
- Inspire participants of all ages to lead a fun and active lifestyle through running and walking

Values:

HEALTH, COMMUNITY, FUN, RESPECT, INCLUSIVITY

About the Bring on the Sun Run:

The Seattle University MSAL program thanks you for being a part of this event and thanks you in advance for your support of our learning, of our community, and of our values. As a corporate sponsor of this event, rest assured that your support is appreciated and directly contributing to the support of our local at-risk youth. As part of the SeattleU MSAL program, we are a completely not-for-profit students group seeking knowledge and experience while at the same time integrating SeattleU's Jesuit principle of social justice. Through this event, our goal is to emphasize the importance of good health through physical fitness and fun, for people of all ages. As a 5 kilometer distance event, we are able to accommodate runners and walkers at every age and ability and are actively promoting a positive and fun experience for all stakeholder groups. Please consider one of the sponsorship tiers below and contact us for a personal sponsorship assessment; your donation is tax deductible.

Sponsorship Tiers:

Tier 1: Title Sponsorship

- Minimum \$XXX gift
- Prime logo placement on t-shirt (distribution of up to 400)
- Prime logo placement on all print and digital communications
- Activation and sampling on day of event
- Other assets negotiable based on sponsor request

Tier 2: Premium Sponsorship

- Minimum \$XXX gift
- Logo placement on t-shirt (distribution of up to 325)
- Logo placement on all digital communications (website, email blast, and Facebook)
- Activation and sampling on day of event
- Other assets negotiable based on sponsor request

Tier 3: On-Site Activation or Value-In-Kind

- Minimum \$XXX gift or trade for product or merchandise
- Logo placement on all digital communications
- Other assets negotiable based on sponsor needs

**For questions or to secure a sponsorship donation, please contact:**

Bill Peck

Contact information intentionally  
left blank.