



**SEATTLE
UNIVERSITY**

BRING ON THE SUN RUN 2012

**PRESENTED BY
SEATTLEU MSAL**



**2012 BENEFACTOR
BOYS AND GIRLS CLUBS OF KING COUNTY
ROTARY BRANCH**

Saturday, May 5th, 2012
Magnuson Park, Seattle, Washington
<http://www.SunRun2012.com>



**SEATTLE
UNIVERSITY**

SEATTLE UNIVERSITY MASTER OF SPORT ADMINISTRATION AND LEADERSHIP

MSAL MISSION STATEMENT

The mission of the Sport Administration and Leadership program is to prepare graduates for leadership responsibilities in the field of sport through a combination of coursework and a vast array of practical real-world experiences. The focus is on the critical analysis of complex problems and the use of theory and research to identify and solve issues for sport organizations. The program endeavors to advance the mission of Seattle University by educating the whole person and empowering leaders for a just and humane world.

BRING ON THE SUN RUN MISSION STATEMENT

The Bring on the Sun Run, in conjunction with Seattle University, is a non-profit event with the overall mission to support community based programs through physical activity, health and wellness and to inspire participants of all ages to lead a fun and active lifestyle through running and walking.





“Champions aren't made in the gyms. Champions are made from something they have deep inside them - a desire, a dream, a vision.”
-Muhammad Ali

WE ARE:

- Young Professionals
- Passionate about sports
- Actively involved in our community
- Interested in professional, intercollegiate, high school, and recreational sports
- Diverse and personally dedicated to SeattleU's mission of social justice



SEATTLE UNIVERSITY MISSION, VISION, AND VALUES

MISSION

Seattle University is dedicated to educating the whole person, to professional formation, and to empowering leaders for a just and humane world.

VISION

We will be the premier independent university of the Northwest in academic quality, Jesuit Catholic inspiration, and service to society.

VALUES

Care, Academic Excellence, Diversity, Faith, Justice, Leadership



**SEATTLE
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BOYS AND GIRLS CLUBS OF KING COUNTY—ROTARY BRANCH

MISSION STATEMENT

To inspire and enable all young people, especially those who need us most, to realize their full potential as productive, responsible, and caring citizens.

FIVE CORE PROGRAM AREAS

- Character and Leadership Development
- Education and Career Development
- Health and Life Skills
- Arts
- Sports, Fitness and Recreation

QUICK FACTS

- Began as Rotary Youth Foundation in 1939, established by Rotary Service Club of Seattle; Associated with Boys Clubs of America in 1947 and began accepting girls in 1977-78 school year
- Serving Seattle's Central District youth and families since 1954
- Over 500 inner-city children and teenagers served annually
- 90% of members are from ethnic minority backgrounds
- 50% of members live in single parent homes, extended family situations, or foster care



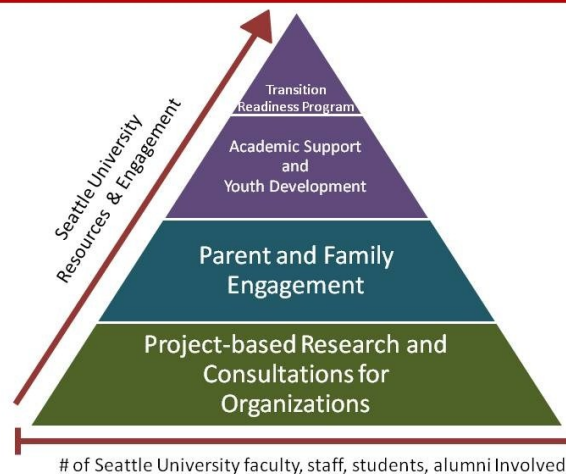
SEATTLE UNIVERSITY YOUTH INITIATIVE



SUYI MISSION STATEMENT

The Seattle University Youth Initiative will unite Seattle University and the wider community to improve academic achievement of low-income youth living in the Bailey Gatzert neighborhood while strengthening the education of Seattle University students and expanding professional development opportunities for faculty and staff. Our vision is to significantly transform Seattle University and the Bailey Gatzert neighborhood and, in so doing, become a national model of campus-community engagement.

Model of Engagement



“The Youth Initiative taps into our capabilities in service-learning, community-based research, clinical and internship experiences and staff and faculty expertise in education, health care, legal services, family counseling and much more. It will harness the resources and talents across the university in all eight schools and colleges.”

- Taken from SUYI 2011 President’s Report



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SPONSORSHIP



SPONSORSHIP TIERS AND AVAILABLE INVENTORY

Tier 1: Title Sponsorship

- Minimum \$XXX gift
- Prime logo placement on t-shirt
- Prime logo placement on all print and digital communications and day of event
- Race day activation and product sampling
- Other assets negotiable based on sponsor request



**YOUR SUPPORT MAKES A
DIFFERENCE IN THE LIVES OF
SEATTLE'S YOUTH!**





Tier 2: Premium Sponsorship

- Minimum \$XXX gift
- Logo placement on t-shirt
- Logo placement on digital media
- Signage on day of event
- On-site activation and optional product sampling



Tier 3: Varsity Sponsorship

- Minimum \$XXX gift
- Logo placement on digital media
- On-site activation and optional product sampling

Tier 4: Value-In-Kind

- Trade for product or merchandise
- Sponsorship assets traded for approximate product or merchandise value



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CONTACT

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