



Rochester Community Schools Foundation

Hometown Hustle

Presented by Chief Financial Credit Union

The 13th annual 5K Hometown Hustle fundraiser will take place on Saturday, May 12, 2018, to provide targeted support for the district's global awareness initiatives and contributions towards the academics, arts, and athletics in K-12 education.

Diamond Partner (Event Naming Sponsor) - \$25,000

Exclusivity – “Presented by” sponsorship which includes company name as part of the event logo. Event will take place at company site. Company logo will appear on six (6) 4’ x 12’ display banners located at prime locations throughout the Greater Rochester area for 45 days before the race, t-shirts, bibs, medal lanyards, marketing materials, registration forms, day-of-race trail signs, RCS Foundation website, and on email correspondence and press release to approximately 8,700 student households. Company logo on digital photos, company banner on site of the race. The company will also receive 40 complimentary participant passes for race participation and be provided with space to market services during and following the race.



Platinum Partner (Medal Sponsor) - \$10,000

Exclusivity – One business trade per sponsorship. Company name will appear on all race medals lanyards handed to participants. Company logo will appear on six (6) 4’ x 12’ display banners located at prime locations throughout the Greater Rochester area for 45 days, logo on back of t-shirts, bibs, marketing materials, registration forms, day-of-race trail signs, RCS Foundation website, and on email correspondence to approximately 8,700 student households. A table will be provided during the event to market services. The company also receives 30 complimentary passes for race participation.



Gold Partner (Bib Sponsor) - \$5,000

Exclusivity – One business trade per sponsorship. Company name will appear on all bibs handed to participants. Company logo will appear on six (6) 4’ x 12’ display banners located at prime locations throughout the Greater Rochester area for 45 days, logo on back of t-shirts, bibs, marketing materials, registration forms, day-of-race trail signs, RCS Foundation website, and on email correspondence to approximately 8,700 student households. A table will be provided during the event to market services. The company also receives 20 complimentary passes for race participation.



Silver Partner (Sign Sponsor) - \$2,000

Exclusivity – One business trade per sponsorship. Company logo will appear on six (6) 4’ x 12’ display banners located at prime locations throughout the Greater Rochester area for 45 days, logo on back of t-shirts, marketing materials, day-of-race trail signs, RCS Foundation website, and on email correspondence to approximately 8,700 student households. A table will be provided during the event to market services. The company also receives 15 complimentary passes for race participation.



Banner Sponsor - \$1,500

Company name & logo will appear on (3) 3’ x 6’ School “Winner Banners” for most participants. The elementary, middle school and high school with the most participants will receive a 3’x6’ banner to hang at their school for an entire year. Company name will appear on back of t-shirts, marketing materials, day-of-race trail signs, RCS Foundation website, and on email correspondence to approximately 8,700 student households. A table will be provided during the event to market services. The company also receives 10 complimentary passes for race participation.



Water Station Sponsor - \$1000

Company provides water to the runners on the course along with a table at the beginning of course to provide runners with marketing materials. Company name will appear on back of t-shirts, day-of-race trail signs, RCS Foundation website, and on email correspondence to approximately 8,700 student households. The company also receives 7 complimentary passes for race participation.



Directional Trail Sign Sponsor - \$500

Company name & logo will appear on 24” x 24” signage located along race route. Sponsorship also includes name on back of t-shirts and 5 complimentary passes for race participation.



T-Shirt Sponsor - \$200

Sponsorship includes name on back of t-shirt and 2 complimentary passes for race participants.



Organization Name _____ Contact _____

Address _____ Phone _____

E-Mail _____ Fax _____

Payment Information: Check # _____ Sponsorship Type _____ Amount \$ _____

Visa/MC/AX/Discover _____ Exp Date _____ Security Code _____





Name on Card _____ Signature _____

For more information, contact the RCS Foundation Office at 248-726-3190.





Sponsorship Benefits

	Diamond \$25,000	Platinum \$10,000	Gold \$5,000	Silver \$2,000	Banners \$1,500	Water Station \$1,000	Directional Trail Sign \$500	T-Shirt \$200
# of Free Race Entries	40	30	20	15	10	7	5	2
PRE-EVENT RECOGNITION								
<i>Category Exclusivity</i>	☆	☆	☆	☆				
<i>Logo on (6) 4' X 12' Banners for 45 days Pre-Race</i>	☆	☆	☆	☆				
<i>Logo on Event Flyer</i>	☆	☆	☆	☆				
<i>Logo & website on RCSF Website</i>	☆	☆	☆	☆	☆			
<i>Name & website listed on website</i>	☆	☆	☆	☆	☆	☆		
<i>Social Media Promotion</i>  	☆	☆	☆	☆	☆	☆	☆	
<i>E-mail Blasts</i>	☆	☆	☆	☆	☆	☆	☆	☆
<i>Press Release</i>	☆	☆	☆	☆	☆	☆	☆	☆
ON-SITE RECOGNITION								
<i>Name on Banner at Finish/Start Line</i>	☆	☆						
<i>Name on Medal Lanyards (Awards)</i>	☆	☆						
<i>Name on Bibs</i>	☆	☆	☆					
<i>Category Exclusivity</i>	☆	☆	☆	☆				
<i>Logo on (3) 3'x6' School Banners</i>	☆	☆	☆	☆	☆			
<i>Logo on Back of T-Shirt</i>	☆	☆	☆	☆	☆			
<i>Table/Tent Space at Event</i>	☆	☆	☆	☆	☆	☆		
<i>Logo along Race Course</i>	☆	☆	☆	☆	☆	☆	☆	
<i>Name Listed on Back of T-Shirt</i>	☆	☆	☆	☆	☆	☆	☆	☆
<i>Corporate Items in Goody Bags</i>	☆	☆	☆	☆	☆	☆	☆	☆
POST-EVENT RECOGNITION								
<i>Outgoing Press Recognition</i>	☆	☆	☆	☆	☆	☆	☆	☆
<i>Company Newsletter</i>	☆	☆	☆	☆	☆	☆	☆	☆
<i>Social Media</i>  	☆	☆	☆	☆	☆	☆	☆	☆
<i>Thank You Email Blast</i>	☆	☆	☆	☆	☆	☆	☆	☆

Rochester Community Schools Foundation Mission Statement

To support and advance learning for all students by obtaining contributions for academics, arts, and athletics.
 "Your gift can be the promise for their bright future."

For more information, contact the RCS Foundation Office at 248-726-3190.