



# Alexandria

RUNNING FESTIVAL  
HALF MARATHON AND 5K

**Sunday, May 27, 2012**

*Directed by*



**Marathon  
Charity  
Cooperation**

**Marathon Charity Cooperation  
107 South West Street #725  
Alexandria VA 22314**

**[www.mc-coop.org](http://www.mc-coop.org)  
703-927-4833**

**“Think Globally, Run Locally”**

**Pre-race Expo and College of Running  
Saturday, May 26, 2012, 1:00-6:00 PM  
The Westin Alexandria  
400 Courthouse Square  
Alexandria VA**

## Overview – Marathon Charity Cooperation’s 3<sup>rd</sup> Annual Alexandria Running Festival

At the 3<sup>rd</sup> annual **Alexandria Running Festival Half Marathon and 5K** on Sunday, May 27, 2012, more than 2000 runners and walkers pursue their favorite sport to raise money for worthy causes. Directing the race is Marathon Charity Cooperation, a 501(c)3 non-profit organization with 1,100 individual members and 14 charity partners:

- AIMS India Foundation
- Asha for Education
- Center for Alexandria's Children
- Faith Alliance Against Slavery & Trafficking
- High Cloud Foundation
- Iqraa (Read)
- Association for India's Development
- Burma Humanitarian Mission
- The Clermont Foundation
- Stop The Silence: Stop Childhood Sexual Abuse
- Hope for Tomorrow
- Teens Run DC
- 5th Pillar
- Premies Today

MCC promotes health and fitness, provides training and education, and raises funds for its charity partners, who assist children and families in DC, Alexandria, and around the USA and the world. MCC’s motto is “Think Globally; Run Locally.” Your sponsorship of Alexandria Running Festival benefits the whole co-op of 14 charities.

MCC hosts Alexandria Running Festival in the Eisenhower Corridor, starting at the fast-growing Hoffman Town Center and running through nearby parks and trails. On this fast and flat course, runners can set personal records at the half marathon and 5K distances.

In 2011, Alexandria Running Festival hosted 1599 entrants from 31 states (CA, CO, CT, DC, DE, FL, GA, IA, ID, IL, IN, KS, KY, LA, MA, MD, MN, MO, NC, NH, NJ, NY, OH, OK, PA, SC, TN, TX, VA, WA, WI) plus DC; 947 women and 652 men, ranging in age from 7 to 79. In 2012, we expect more than 2000 athletes, plus spectators and volunteers. Our participants are generally well-educated, affluent, with enough leisure time and disposable income to train and register for races.

Alexandria has the most marathon runners per capita of any city in the U.S.A., according a May 2008 study for *Running Times Magazine* by Aaron Ladd ([www.runningtimes.com/Article.aspx?ArticleID=13817](http://www.runningtimes.com/Article.aspx?ArticleID=13817)), and Alexandria Running Festival is the only half marathon ever held within the city limits.

Our pre-race expo and College of Running at The Westin Alexandria, 400 Courthouse Square in Alexandria, on Saturday, May 26, 2012, 1:00-6:00 PM, enables our sponsors to meet our participants and sell their products to them. Beyond that, our media coverage makes our sponsors highly visible before, during, and after the race.

All sponsorships are tax deductible, and go towards helping a great cause – the welfare of children and families locally and around the world.



**High Cloud Foundation assists schools around the world**

### **Gold Sponsor - \$10,000**

- Recognition as Gold Sponsor on marketing materials, prominent finish area signage and logo on website
- Recognition as official “X Sponsor” e.g., running store, massage therapist, sports drink
- Sponsorship and signage on select aid/water stations along the route
- Your logo on all race T-shirts and race bibs
- You can exhibit and sell at the Runner’s Expo on Saturday (indoors) AND Sunday (outdoors)
- Opportunity to conduct on-site surveying and distribution of a thank-you/Sponsor offer post-race
- Opportunity to speak at College of Running (if applicable)
- Banner on race day (to be provided by sponsor) and recognition at awards ceremony
- Signage along race route where permitted (provided by sponsor)
- Your promotional item in 2000 runners’ gift bags
- Ten entries into Alexandria Running Festival Half Marathon or 5K

### **Silver Sponsor – \$5,000**

- Recognition on marketing materials and prominent finish area signage
- Your logo on Alexandria Running Festival website and link to your website
- Your logo on all race T-shirts
- You can exhibit and sell at the Runner’s Expo on Saturday (indoors) AND Sunday (outdoors)
- Opportunity to speak at College of Running (if applicable)
- Banner on race day (to be provided by sponsor) and recognition at awards ceremony
- Signage along race route where permitted (provided by Sponsor)
- Your promotional item in 2000 runners’ gift bags
- Five entries into Alexandria Running Festival Half Marathon or 5K

### **Bronze Sponsor - \$2,500**

- Recognition on marketing materials and finish area signage
- Your logo on Alexandria Running Festival website and link to your website
- Your logo on all race T-shirts
- You can exhibit and sell at the Runner’s Expo on Saturday (indoors) AND Sunday (outdoors)
- Sponsor to display its own table at the pre-Race Day Runner’s Expo
- Banner on race day (to be provided by sponsor) and recognition at awards ceremony
- Signage along race route where permitted (provided by sponsor)
- Your promotional item in 2000 runners’ gift bags
- One entry into Alexandria Running Festival Half Marathon or 5K

### **Friend - \$1,000**

- Recognition on marketing materials
- Your logo on Alexandria Running Festival website and link to your website
- Your name on all race T-shirts
- You can exhibit and sell at the Runner’s Expo on Saturday (indoors) AND Sunday (outdoors)
- Signage along race route where permitted (provided by sponsor)
- Your promotional item in 2000 runners’ gift bags

### **Supporter - \$500**

- Recognition on marketing materials
- You can exhibit and sell at the Runner’s Expo on Saturday (indoors) AND Sunday (outdoors)
- Your logo on Alexandria Running Festival website and link to your website
- Signage along race route where permitted (provided by sponsor)
- Your promotional item in 2000 runners’ gift bags

### **Expo Table - \$250 for Saturday OR Sunday (\$350 for both Saturday AND Sunday)**

- You can exhibit and sell at the Runner’s Expo on Saturday OR Sunday, or \$350 for both

### **Goodie Bag Sponsor - \$100**

- Your promotional item in 2000 runners’ gift bags

**Sponsorship levels are flexible. For more information on sponsorship, please contact  
Jay Jacob Wind – 703-927-4833 – secretary@mc-coop.org**



Presented by



Marathon  
Charity  
Cooperation

May 27, 2012 – Alexandria, VA

### Sponsorship Response Form

Please check the appropriate level:

- |                          |  |          |                          |                       |                              |
|--------------------------|--|----------|--------------------------|-----------------------|------------------------------|
| <input type="checkbox"/> | <b>Gold Sponsor</b>                                | \$10,000 | <input type="checkbox"/> | <b>Silver Sponsor</b> | \$5,000                      |
| <input type="checkbox"/> | <b>Bronze Sponsor</b>                              | \$ 2,500 | <input type="checkbox"/> | <b>Friend</b>         | \$1,000                      |
| <input type="checkbox"/> | <b>Supporter</b>                                   | \$ 500   | <input type="checkbox"/> | <b>Exhibitor</b>      | \$ 250 (\$350 for Sat + Sun) |
| <input type="checkbox"/> | <b>Goodie Bag Sponsor</b>                          | \$ 100   | <input type="checkbox"/> | <b>Custom Sponsor</b> | \$_____                      |
| <input type="checkbox"/> | <b>I will provide _____ as in-kind sponsorship</b> |          |                          |                       |                              |

Make your tax-deductible check payable to MCC

**Contact Person:** \_\_\_\_\_

**Organization:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, ZIP** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**E-mail Address:** \_\_\_\_\_

To include your promotional item in 2000 runners' gift bags, please send 2000 units to us by May 15.

Please fax this form to 703-521-6157 or call 703-927-4833 for an invoice. Thank you!

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