

PASO ROBLES HARVEST MARATHON

PASO ROBLES

FULL MARATHON • HALF MARATHON • 5K

Sunday, Oct. 30, 2016

7th Annual
Full Marathon • 5K
Half Marathon

This course will offer beautiful views
of the countryside and vineyards
at grape harvest time

Start and Finish at Le Vigne Winery

- Cash prizes for top overall finishers in marathon and half marathon.
- Bottle of wine for each age group winner (male and female)
- Pasta Feed on Saturday, October 29th in Downtown City Park

**PASO ROBLES HARVEST
MARATHON**

Paso Robles Joint Unified School District is looking to build a promotional partnership that is mutually beneficial to both our event and our sponsors.

Rich Clayton

PRJUSD Athletic Director/
Harvest Marathon Race Director

**2016 SPONSORSHIP
PACKET**



Harvest Marathon Sponsors

Thank you for your interest in working with the Harvest Marathon as a potential sponsor. With over 500 registered runners and walkers, the Harvest Marathon is one of the most scenic wine destination marathons in California. It has been recognized by many runners as one of the premiere running events in the country and we have continued to improve each year. Paso Robles has become one of California's most exciting wine and outdoor recreation regions. Sunset Magazine named Paso Robles the Best Wine Country Town in its 2016 Travel Awards for “offering the perfect wine getaway — four-star lodging, terrific food and world-class wine.” Those attributes combined with an active outdoor-loving community pair to create an event that is unforgettable.

Mission, Vision, and Values

The Harvest Marathon serves the students of Paso Robles and the “healthy bodies, healthy minds” initiative. Paso Robles Joint Unified believes in providing the highest quality physical education and athletic programs to every student with rigorous, standards-based instructional programs that promote physical, mental, and social health.

What We Do For Our Students

The revenue generated here helps to support our county-leading programs in physical education and athletics.

PRJUSD is the Only School District in San Luis Obispo County to Offer the Following:

- All elementary students receive 35 minutes of physical education, dance, art and music weekly.
- Elementary Athletics
 - PRJUSD has the only comprehensive elementary athletic program in the county. Students from 3rd – 5th compete in volleyball, cross country, wrestling, basketball, track and field and soccer at no charge to our students.
- CrossFit and Health Club Partnerships
 - PRJUSD has begun the application process to become a CrossFit affiliate
 - SAT / ACT CrossFit program- students receive free memberships and study at gyms immediately following free workouts.
 - PRJUSD has partnered with Kennedy Fitness, CrossFit Inferno, CrossFit Ergo, Paso Robles CrossFit, Atascadero, the Lab and others to bring CrossFit and functional fitness concepts to our Physical Education courses.
 - PE teachers receive professional development and students are receiving free opportunities to go to gyms and participate.
- Stand up Desk Program (Deskbound, Kelly Starrett)
- Partnership with community movement project to combat the sedentary lifestyle that technology brings.
- Middle School Athletics
 - Our middle school athletics are district-funded and student athletes in 6th – 8th grades compete in the following sports: volleyball, cross country, basketball, wrestling, track and field and soccer.





PRJUSD Will Continue to Support:

- High School Athletics
 - While many programs have cut high school athletics, we are expanding. Freshman boys' and girls' soccer and freshman softball will all be added next year.
 - Our existing teams are working to fund out of town trips to play in top state and national tournaments that will allow them exposure to multiple colleges and compete against top quality competition.
- Classroom health education support
 - Movement breaks for all classrooms with curriculum.
- Elementary School Gardens
 - Elementary schools utilize student-grown gardens to run and manage their own farmers' markets.
- Zero Waste Vision
 - Many schools utilize composting of waste from school breakfast and lunches to provide nutrients for our gardens.





Why We Do It

Today's technology-driven, plasma-screened-in world has engineered movement right out of our lives. As we adapt to our ever-changing environment, the relationship between food, physical movement, and learning is more important than ever. Consider the following excerpts taken from the book *Deskbound*:

- The National Institutes of Health said life expectancy for the average American could decline by as much as five years unless aggressive efforts are made to slow rising rates of obesity. This would be the first time that offspring of older generations would have shorter lives than their parents. Obesity in millennials has tripled in adults since the late 1970s.
- The World Health Organization ranks physical inactivity as the fourth biggest preventable killer globally, causing an estimated 3.2 million deaths annually.
- A groundbreaking survey conducted by the Kaiser Family Foundation showed that children between ages 8 and 18 spend an average of 7.5 hours a day sitting in front of a screen.
- The U.S. Department of Health and Human Services reports that 75 percent of students do not eat the recommended amount of fruits and vegetables and over one-third consume at least one can or bottle of soda per day.
- The Center for Disease Control reports that we are spending 75 cents of every health-care dollar on chronic conditions linked to sedentary behavior, like obesity, diabetes and heart disease.
- 10% of the population has type 2 diabetes, a preventable disease that stems from inactivity and poor nutrition. Once a disease primarily reserved for the middle aged, it's now becoming an epidemic among children.

Helping To Grow Your Business

We would like to build a promotional partnership that is mutually beneficial to both our event and our sponsors. We believe the Harvest Marathon offers a unique publicity opportunity for you as a sponsor. The broad exposure to an educated, affluent, and loyal targeted market, coupled with the significant economic benefit the marathon brings to the Central Coast, gives positive and substantial brand recognition to a wide and appreciative audience. The downtown park pasta feed offers a unique opportunity to expose your business to not only our runners but the patrons of the downtown restaurants and our community. Paso Robles is an award-winning town, *Sunset Magazine* named Paso Robles the Best Wine Country Town in its 2016 Travel Awards for "offering the perfect wine getaway — four-star lodging, terrific food and world-class wine." Those attributes combined with an active outdoor-loving community pair to create an event that is unforgettable.

The Harvest Marathon has created substantial economic benefits to the surrounding community. Demographic studies show that each registered marathon participant accounts for over 3.5 visitors to the area. This influx of over 1,500 people makes a huge impact on a town with a population of only 30,000. Many of these people make a vacation of the trip and spend a number of days in the area, resulting in additional positive economic impact.





Types of Sponsors

Title Sponsor: \$10,000 contribution

- Listed as “Presenting Sponsor” on event website and all promotional materials
- Sponsor Logo most prominent on finisher T-shirt
- Sponsor Logo most prominent on volunteer T-shirt
- Sponsor Logo and link located at top on sponsor page of event website
- Sponsor prominently acknowledged in all marathon publications and interviews
- Sponsor’s banner at start/finish lines, registration and at the awards presentation
- Prioritized and frequent acknowledgement at the Awards Presentation
- Vendor booth downtown and at post race festival
- Items placed in goody bag for racers
- Water station banner
- 10 Race entries

Estate Sponsor: \$5,000

- Prize purse sponsor
- Sponsor logo at prominent position on finisher T-shirt
- Sponsor logo on volunteer T-shirt
- Sponsor logo and link located beneath the title sponsor on sponsor page of website
- Sponsor mentioned in all marathon publication and interviews
- Vendor booth downtown and at post race festival
- Items placed in goody bag for racers
- Water station banner
- 6 Race entries

Vintage Sponsor: \$1,000

- Sponsor logo on finisher T-shirt.
- Sponsor logo and link located on website
- Vendor booth downtown and at post race festival
- Items placed in goody bag for racers
- Water station banner
- 4 Race entries

Harvest Sponsor: \$500

- Sponsor logo on finisher T-shirt.
- Sponsor logo and link located on website
- Vendor booth downtown and at post race festival
- Items placed in goody bag for racers
- 2 Race entries

Vineyard Sponsor: \$250

- Sponsor logo and link located on website
- Vendor booth downtown and at post race festival
- Items placed in goody bag for racers





Thank You

With your help we can continue to grow our community marathon into a must-run destination marathon all the while supporting our most important asset, our youth. Thank you for time, generosity, and support.

Thank you for considering sponsoring this year's Harvest Marathon. This year's event will be hosted by Paso Robles Joint Unified School District. All proceeds from this event benefit the students of Paso Robles Joint Unified School District.

Start and Finish is at Le Vigne Winery – 5115 Buena Vista Dr., Paso Robles, CA, 93446

Richard Clayton
 Race Director, Harvest Marathon
 Director of K-12 Physical Education / Athletics / Health and Wellness
 Paso Robles Joint Unified School District
 (805)769-1000 Ext. 30423
harvestmarathon@gmail.com
www.HarvestMarathon.com

 Please Return This Portion with Your Donation
 Make check payable to: Paso Robles Joint Unified School District
 Send to: Paso Robles Joint Unified School District
 800 Niblick Road, Paso Robles, CA 93446
 Attn: Harvest Marathon

Company Name: _____
 Contact Name: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Telephone: _____ Email: _____

Donation Type: Please indicate which sponsorship you are interested in. We will contact you for logo.

Title Sponsor	\$10,000	_____
Estate	\$5,000	_____
Vintage	\$1000	_____
Harvest	\$500	_____
Vineyard	\$250	_____

Office Use Only	
Date Received	_____
Amount Received	_____
Company Name	_____
Received By	_____
Logo Received	_____
Website Updated	_____
Race Entries Sent	_____

