



Timber Dash 5k Trail Run + Walk at a Glance

Proposal	PATH Crisis Nursery, a non-profit charitable organization, is looking to partner with businesses and corporate sponsors for the 2 nd Annual Timber Dash 5k Trail Run + Walk event. We are expecting between 250-500 participants in this year's fun run/walk and are hoping to raise over \$10,000. We are asking for your support in doing this.
When	Saturday, October 1, 2011 at 9:30 am
Where	Lake Maria State Park, Monticello, MN
Beneficiary	PATH Crisis Nursery serving Wright County
Participation	350-500 registrants

About the Timber Dash 5k Trail Run + Walk

The Timber Dash 5k is a fun, healthy and kid friendly event catering to runners, health walkers and families who seek to raise their heart rates and have the heart to support a noble cause. The Timber Dash 5k also doubles as a fundraiser that will help fund the PATH Crisis Nursery serving Wright County to provide emergency support services and childcare to families in crisis.

The 5k has three sub-events to maximize participation:

- The Kid's K – The kids will kick-off the event.
- 5k Run – The runners will be flagged off first for the timed event.
- 5k Walk – The walking event will start a few minutes after the runners have left the start line.



Reach and Demographics

Positioning: The PATH Crisis Nursery serving Wright County provides short term care and coordinates services for children and families experiencing a crisis situation. Caregivers voluntarily place their children in a safe and nurturing environment for emergency overnight or daycare while they work to resolve their crisis situation. Trained staff helps families identify solutions to solve their crisis situation, offer information, parent education, counseling and referrals.

Demographics: Timber Dash 5k participant base of 250-500 will mostly comprise of young professionals and families from the local community with an approximate median annual household income of \$65,164. The core demographic comprises of a discerning consumer base that understands the significance of education and positive social reform and values a healthy lifestyle.

Anticipated Reach: The event will be widely promoted with a reach into most of the households of Wright County. Our publicity campaign will include advertising, brochures, postcards, email and web, and direct contact through the PATH Crisis Nursery volunteer network.

Direct Contact through the volunteer network – 60+

Flyers, Emails and Poster campaign – 15,000 - 20,000

Internet – 20,000 (PATH website and other web advertisements)

Indirect Marketing – 5,000 (10+ Health, Cultural and Student organizations)

Response Rate: The Timber Dash 5k is expecting a minimum response rate of 2-4%, for the marketing campaign, leading to an approximate participant base of 250-500 adults.

Collaborative Campaigns: PATH Crisis Nursery realizes that many of our patrons are keen to participate in event marketing/promotion to ensure that the event is a success. To that effect the Timber Dash 5k team will:

- Work closely with our sponsors (Sub-event sponsors)
- Offer to make a presentation about PATH Crisis Nursery to create and awareness among the employee base (upon request)
- Accept volunteers to participate in PATH Crisis Nursery activities

Help the Timber Dash 5k Trail Run + Walk cause

Businesses that support humanitarian causes and community events are richly rewarded with a positive brand image and recognition. Your business can help the cause of the PATH Crisis Nursery serving Wright County and support us in various ways.

Here are some suggestions in which your organization can get involved:

- Monetary donations
- Advertising your business through the Timber Dash 5k Trail Run + Walk 2011 promotional campaign
- Advertising your support through your media
- Supporting the Timber Dash 5k operational expenses such as ...
 - Gifts and Awards for participants
 - Food and Beverages
 - Printing/Copying Services
- Discount coupons for the Timber Dash 5k participants
- Lending expertise, advise, suggestions or volunteering through employees



Rewards of Corporate Philanthropy

Corporate Philanthropy has several advantages. It is a wonderful medium to show the community your dedication to make the world a better place. As an added bonus, your donation may be used as a tax write-off.

- Enhanced brand image and greater customer loyalty – A Hill and Knowlton survey "Corporate Citizen Watch," of 2,594 Americans aged 18 and over, found that 79 percent of Americans take corporate citizenship into account when making purchasing decisions.
- Boosts employee morale, productivity and loyalty – The Walker Information study of 1,273 U.S. employees found that those with favorable impressions of company-sponsored philanthropy programs are five times more likely to stay with their employer.
- Promotes Positive corporate reputation – Fortune magazine's criteria for judging and ranking of America's Most Admired Companies" includes "corporate citizenship". Other global surveys have found that corporate social responsibility plays a significant role in boosting a company's reputation.
- Provides an avenue to expand into Emerging Markets – Increasingly American companies such as Microsoft, HP, Cisco etc are using philanthropy to get acquainted with emerging markets as well as promote development.

Sponsorship Options

Title Sponsor – \$1,500

Benefits:

- Feature highlight in title of event and right to use "Timber Dash 5k Trail Run + Walk presented by ABC Company"
- Exhibit space/on-site display of materials at the 5k event;
- Receive, "Timber Dash 5k Trail Run + Walk title sponsor" recognition in all printed collateral for the event, in all electronic email blast advertisements for the event and on the Timber Dash 5k Trail Run + Walk website;
- Logo featured on the homepage of Timber Dash 5k Trail Run + Walk website
- Receive "Timber Dash 5k Trail Run + Walk title sponsor" recognition, company services description, and online ad (500x250 pixels) on Sponsorship page of the Timber Dash 5k Trail Run + Walk website;
- Right to conduct research/data collection from Timber Dash 5k Trail Run + Walk participants;
- Inclusion of sponsor questions in Timber Dash 5k Trail Run + Walk attendee survey, if available;
- Opportunity to add promotional information in goodie bags received by participants;
- Eight (8) complimentary Timber Dash 5k Trail Run + Walk registrations;
- Exposure in various local running publications and websites, reaching a large audience.

Co-Sponsor – \$1,000

Benefits:

- Right to use "Co-sponsor of the Timber Dash 5k Trail Run + Walk"
- Exhibit space/on-site display of materials at the Timber Dash 5k Trail Run + Walk event;
- Receive, "Timber Dash 5k Trail Run + Walk co-sponsor" recognition in all printed collateral for the event, advertisements and on the 5k website;
- Receive "Timber Dash 5k Trail Run + Walk co-sponsor" recognition and online ad (400x150 pixels) on Sponsorship page of the Timber Dash 5k Trail Run + Walk website;
- Opportunity to add promotional information in goodie bags received by participants;
- Five (5) complimentary registrations;
- Exposure in various local running publications and websites, reaching a large audience.



Sponsor – \$500

Benefits:

- Right to use “Sponsor of the Timber Dash 5k Trail Run + Walk”
- Exhibit space/on-site display of materials at the Timber Dash 5k Trail Run + Walk event;
- Receive, “Timber Dash 5k Trail Run + Walk sponsor” recognition in all printed collateral for the event and on the 5k website;
- Receive “Timber Dash 5k Trail Run + Walk sponsor” recognition on Sponsorship page of the Timber Dash 5k Trail Run + Walk website;
- Opportunity to add promotional information in goodie bags received by participants;
- Two (2) complimentary registrations;
- Exposure in various local running publications and websites, reaching a large audience.

Event Patrons

- Opportunities to donate money, paper, printing, prizes, rental equipment, entertainment, etc.
- Receive “Timber Dash 5k Trail Run + Walk co-sponsor” recognition on Sponsorship page of the Timber Dash 5k Trail Run + Walk website

PATH Crisis Nursery

The Crisis Nursery serving Wright County is a family support program under the direction of PATH (Professional Association of Treatment Homes) MN Inc. We are committed to prevent child abuse and neglect and to support, strengthen, and empower children and families to achieve lifelong success.

PATH, a nonprofit organization, was founded in Minneapolis in 1972 by a group of innovative foster parents and social workers who shared a vision about a new, more personalized approach to foster care for children and youth with special emotional, behavioral and medical needs. They believed these children and youth could be better served in family-based settings, rather than in more restrictive institutional placements such as hospitals, group homes, and residential treatment centers. They believed, “there must be a better way.”

Their vision for PATH has now grown with offices throughout Minnesota, and North Dakota. PATH trains and retains extremely talented and committed foster parents. It has developed a highly educated and experienced social work staff, and continually receives high praise from its Council of Accreditation reviewers about the quality and innovation of its programs and service delivery models.

Celebrating over 35 years of service, PATH has provided personalized care to over 20,000 children since 1972.



Sponsorship Contract

Proceeds from the event will benefit PATH Crisis Nursery serving Wright County supported projects

Choose your sponsorship option:

- Title Sponsor (\$1,500)
- Co-Sponsor (\$1,000)
- Sponsor (\$500)
- Event Patron _____

Payment Options:

- Check enclosed for amount: _____
Make checks payable to **PATH Crisis Nursery** and mail to:
PATH Crisis Nursery serving Wright County
Timber Dash 5k
9766 Fallon Avenue NE, Suite 104
Monticello, MN 55362

- Visa MasterCard

Account Number: _____

Expiration Date: _____

Signature: _____

Company Information:

Organization Name: _____

Contact Person: _____

Address: _____

Phone: _____

Email: _____

Signature: _____

Date: _____

Contact Us

PATH Crisis Nursery serving
Wright County
9766 Fallon Avenue NE
Suite 104
Monticello, MN 55362
Phone: (763) 271-1681
Fax: (763) 271-1677
Web: <http://pathmn.org>

Program Fundraiser:
Jill Gatzke
Phone: (763) 271-1680
jgatzke@pathinc.org

Sponsorship Contact:
Heidi Sipe
Phone: (763) 269-1061
bhsipe@embarqmail.com



Logo Specifications

Quick reference:

Resolution: 300 dpi

File Formats: .ai, .eps, .pdf (preferred)
.psd, .jpg, .tif (accepted)

Sending us your files:

Files may be emailed to Kim Coffield: kcoffield@mac.com
You may also send us your files on a cd, dvd or flash drive.

Deadline:

Logos must be received by INSERT DATE in order to be printed on the race shirts.

Other information:

If you cannot supply a high resolution logo, your company/organization will be acknowledged by name only.

Questions:

Please contact Kim Coffield at 612-963-7789 or kcoffield@mac.com

Thank you for your cooperation!

Kim Coffield
Race Director
Timber Dash 5k Trail Run + Walk
October 1, 2011 | Lake Maria State Park
www.timberdash.com