



# ANGWIN TO ANGWISH

## MARKETING ANALYSIS

### WHAT IS A SPONSOR?

- ✓ An organization that celebrates the education of future leaders, professionals, and pioneers in society.
- ✓ An organization that makes an investment in students at Pacific Union College.
- ✓ An organization that wants to increase their brand exposure in California and throughout the United States.

### BENEFITS AS A SPONSOR

- ✓ Your support will have a positive impact in the lives of students at Pacific Union College.
- ✓ Your brand will have exposure to over 918,124 potential customers in California.
- ✓ You will be an integral part of an invested group of supporters.
- ✓ Net proceeds benefit the students who are veterans and active military through scholarships

### MARKETING EXPOSURE

Type	Exposure	Time
Local media: print/website	825,434	Annually
Posters in local stores	12,000	Annually
Event Information Sheet	200	Annually
Event Website and Active.com	2,000	Annually
Promotional materials for event	1,000	Biannually
Logo and/or name on event apparel	400	Annually
Event related email blasts	3,000	Biannually
ViewPoint acknowledgment	10,000	Once a year
Banner on Howell Mountain Road	62,790	30 Days
Public mention	300	Event day
Registration material	1,000	Event days
<b>TOTAL</b>	<b>918,124</b>	

**Questions:** Contact Laurie Trujillo, Director of Philanthropy (707) 965-6304 or [ltrujillo@puc.edu](mailto:ltrujillo@puc.edu)



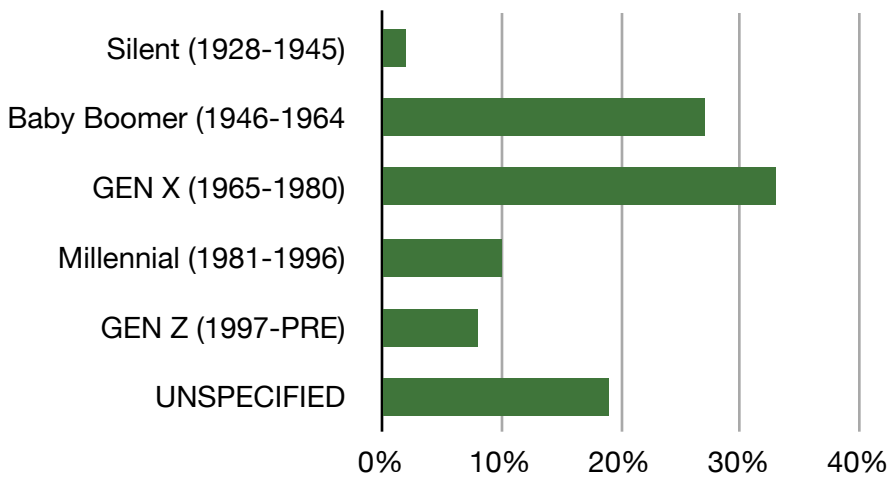
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## MARKETING ANALYSIS

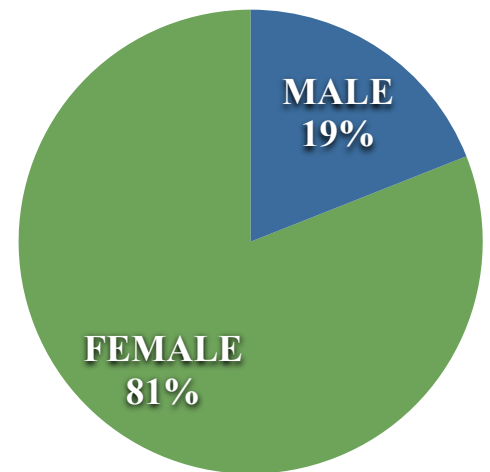
### Cumulative Event Profile of Attendees over 5 years

--- 93% of all event attendees are from California ---

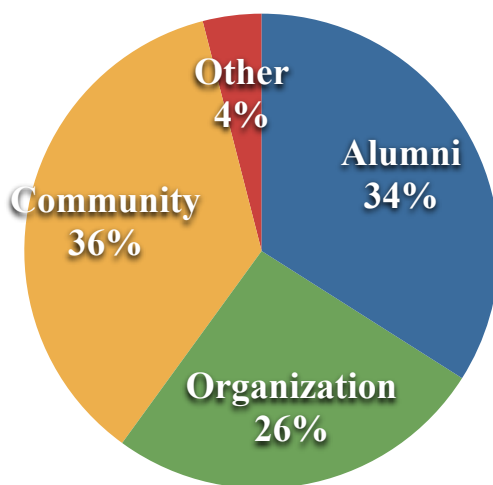
#### AGE OF EVENT PARTICIPANTS



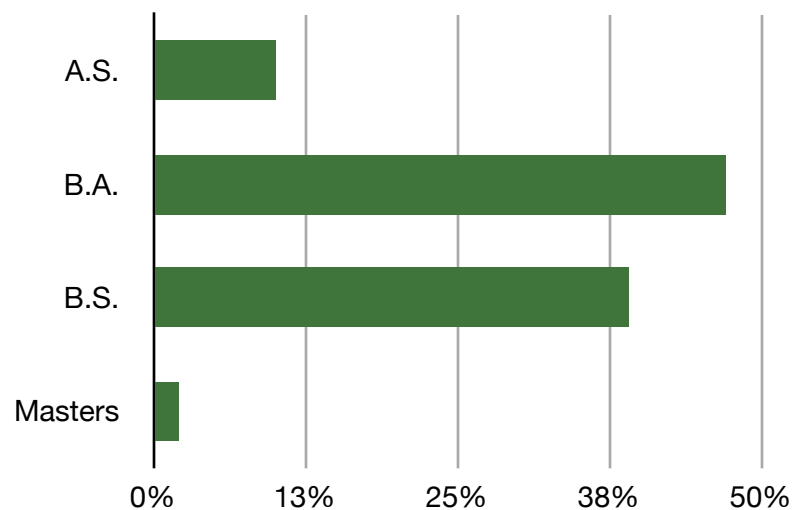
#### GENDER



#### TYPES OF ATTENDEES



#### DEGREE EARNED



**\*96% of students earned advanced degrees.**

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# ANGWIN TO ANGWISH

CASH & IN-KIND SPONSORSHIP FORM

There are five easy steps to become a 2019 sponsor for Angwin to Angwish Trail Run on Sunday, April 21.

## 1. FILL OUT CONTACT INFORMATION

Organization \_\_\_\_\_

Contact \_\_\_\_\_ Job Title \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## 2. CHOOSE SPONSORSHIP LEVEL

\$ 15,000 Presenting

\$ 1,000 Team

\$ 10,000 Pioneer

\$ 750 Booth

\$ 5,000 Gold

\$ 50 Sleep-in

\$ 3,500 Apparel

In-kind Product

## 3. CHOOSE PAYMENT OPTION

Invoice

Check enclosed

Check # \_\_\_\_\_ Amount \_\_\_\_\_

Please make check payable to Pacific Union College. Write "Angwin to Angwish" in the memo line.

Credit Card

[puc.edu/give](http://puc.edu/give) or Card Type \_\_\_\_\_ # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Name on the card \_\_\_\_\_

## 4. RETURN FORM & PAYMENT

Return agreement by **February 15, 2019** to ensure inclusion in all 2019 event materials. Mail form & payments to: Advancement Department, 1 Angwin Avenue, Angwin CA, 94508

## 5. SUBMIT ARTWORK

For logo placement please email logo in vector artwork format to [ltrujillo@puc.edu](mailto:ltrujillo@puc.edu)

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# ANGWIN TO ANGWISH

## CASH & IN-KIND SPONSORSHIP FORM

### SPONSORSHIP BENEFIT SUMMARY

\*\*\*All sponsors will be acknowledged in press releases or reports related to the event, and can include company material in race bags. Additionally, all sponsors have the option to host a booth at the event fair.

\$15,000 Presenting	\$10,000 Pioneer	\$5,000 Gold	\$3,500 Apparel	\$1,000 Team	\$750 Booth	
20 Runners	15 Runners	10 Runners	5 Runners	20 Runners	2 Runners	
						Race registration
X	X	X	X	X	X	Event press releases or articles mention
X	X	X	X	X	X	Company material in race bags
X	X	X	X	X	X	Option for booth at the event
X	X	X	X	X	X	Verbal recognition at race start
X						Special press release on company
X			X			Logo on apparel
X						Logo on race arch
X	X					Option to customize benefits
X	X					Logo on race promotional materials
X	X					VIP tour of PUC Forest and picnic
X	X					Logo with hyperlink on website and social media
X	X	X				Logo on course signage
	X	X				Name on apparel
		X	X	X	X	Name on course signage
		X	X		X	Name of race promotional materials
		X	X		X	Name on website and social media
					X	Product/company mention during the fair

**\$15,000 Exclusive Presenting Sponsor:** Option to customize benefits. Logo placement on apparel, on race arch, in race promotional material, and course signage. 20 complementary runner registrations. Verbal recognition at start. Logo/hyperlink on event website and name on social media post. VIP tour of PUC Demonstration and Experimental Forest for family and friends and box lunches for up to four people. Special press release written and submitted for company.

**\$10,000 PUC Pioneers Sponsor:** Option to customize benefits. Name placement on race promotional material, apparel and course signage. 15 complementary runner registrations. Verbal recognition at race start. Logo/hyperlink on event website and name on social media post. VIP tour of PUC Demonstration and Experimental Forest for family and friends and box lunches for up to 4.

**\$5,000 Gold Sponsor:** Logo placement on race promotional material and course signage. Verbal recognition at race start. 10 complementary runner

registrations. Company material in race bags. Name on event website and social media post.

**\$3,500 Apparel Sponsor:** Name placement on race promotional material and course signage. Logo placement on event apparel. 5 complementary runner registrations. Verbal recognition at race start. Company material in race bags. Name on event website and social media post. All the benefits given to the runners at the event.

**\$1,000 Team Sponsor:** Name placement on course signage and homecoming program. 20 complementary runner registrations. Verbal recognition at race start. Company material in race bags. All the benefits given to the runners at the event.

**\$750 Booth Sponsor:** Verbal recognition at start and product announcement at finale. 2 complementary runner registrations. Name placement on course signage and company material in race bags. All the benefits given to the runners at the event. Complementary booth at the fair.

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# SUPPORT OUR VETERANS & MILITARY

## SUNDAY, APRIL 21, 2019

### HALF-MARATHON • 10K RUN • 5K FAMILY RUN/WALK

Come out to support Pacific Union College's student veterans and active military by participating in the annual Angwin to Angwish Trail Run/Race. Just 10 minutes from St. Helena, California on Howell Mountain in the Napa Valley is a 1,300 privately owned forest where runners of all levels can enjoy a beautiful yet challenging trail run while supporting a great cause. Medals for all finishers and prizes for top runners in half- marathons and 10k run. Official times are posted.

RACE START	COST	TYPE
8:00 AM	\$70.00	Half Marathon
8:30 AM	\$60.00	10K Run
9:00 AM	\$20.00	5K Run/Walk

Pacific Union College is a 501(c)(3) non-profit public charity

### REGISTRATION

[www.active.com/angwin-ca/running/distance-running-races/angwin-to-angwish-2019](http://www.active.com/angwin-ca/running/distance-running-races/angwin-to-angwish-2019)

*\*\*Discounts available for students, military and PUC Faculty/ Staff*

### A SPECIAL THANKS TO LAST YEAR'S SPONSORS!

- Athletic Feat
- Bellwether Farms
- Clyde Holland
- Fluid Sports Nutrition
- Health Spa Napa Valley
- MIV Insurance
- Pacific Landscaping
- Sportago
- St. Helena Cyclery
- St. Helena Hospital/Adventist Health Systems
- Sunshine Foods
- Villa Corona
- Wells Fargo

**\*\*Sponsorship opportunities available until 3/1/2019**

### CONTACT

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