

Dear Supporter of Literacy,

Because of our many supporters and race participants, our three 5K races have been very successful. We achieved our goals aimed at supporting literacy and increasing awareness of the literacy issues in our communities as well as the many, very effective avenues of assistance that are available.

We know that reduced literacy is not just a school problem - it affects society in countless ways (poor self-esteem, impaired social development of individuals, interference with future employment), and it is a major public health concern. 15 to 20% of the population experiences a language-based learning disability, and therefore, almost 50,000 citizens just in the City of Riverside have issues with reduced literacy. We can help reduce the multiple frustrations that accompany this very sad statistic!

**We have so much more work to do.** We are determined to build on the success of the last few years and **we need your help.** We anticipate having five times as many runners and double or triple the number of vendors. Why? It is because we have hired two wonderful assistants. Greg English will be improving our routes, enhancing our marketing, planning traffic organization, and helping us develop a fantastic pre- and post-run event.

We will organize our vendors into categories and will secure the spots based on the date your application is received.

Please consider the following benefits for your investment:


- High-profile exposure distributed to a large number of individuals interested in literacy and/or running throughout Southern California, as well as other locations serviced by the International Dyslexia Association;
- Targeted advertisement to the families of over 100,000 students;
- Tax-deductible contributions to education (we are a 501(c)3 organization and our Tax Id # is 33-0060987);
- An opportunity to invest in the future of your community through enhancing literacy.

We look forward to partnering with you in fall 2013 and welcome your support and involvement in our planning process. You are an essential component to making the fall 2013 race five times as large, as well as strengthening our impact on improving literacy. You may note that we changed our race date to October – this is to coincide with the *National Dyslexia Awareness Month*.

For more information on our organization, including photos of previous races, go to [www.dyslexiadash-literacy5000.info](http://www.dyslexiadash-literacy5000.info). We thank you for your concern for children and the future of our communities and society. For questions please contact Theresa Birkett 951-712-6301 [theresa.birkett@gmail.com](mailto:theresa.birkett@gmail.com) or Regina Richards 951-784-2569 [regina.richards@dyslexia-ca.org](mailto:regina.richards@dyslexia-ca.org).

Please join us! Review the information on the attached page and then go online to (for sponsors) <http://sponsoraliteracy5000-2013.eventbrite.com> and (for vendors) <http://vendor2013.eventbrite.com>.

Sincerely,


























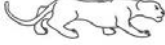








Regina G. Richards, TCB Event Chair

So CA Tri-Counties Branch  
5225 Canyon Crest Dr., #71 Box 308  
Riverside, CA 92507-6301  
951/686-9837  
[www.dyslexia-ca.org](http://www.dyslexia-ca.org)  
[dyslexiainfo@gmail.com](mailto:dyslexiainfo@gmail.com)



Fairmount Park, Riverside  
Saturday October 12, 2013  
Begins 6:30 am

# So CA Tri-Counties Branch - LITERACY 5000 - 5k/1k October 12, 2013

<b>Sponsor Levels &amp; Entitlements</b>	\$5,000 Cheetah Title Sponsor	\$2,500 Leopard Sponsor	\$1,500 Tiger Sponsor	\$1,000 Panther Sponsor	\$500 Lion Sponsor	\$350 Cat Sponsor
Company Logo print copy - if received by June 1, 2013						
Corporate banner displayed by award stage						
Name Recognition at all TCB events through 12-31-12.						
Recognition on Active.com						
Podium recognition by (option by Company Rep)	 4 times	 3 times	 2 times			
Recognition and link on TCB's website and on Facebook page			 Tigers	 		
Booth space 10x10			 Tigers	 		
Goodie bag insert opportunity			 Tigers	 		
Branding (logo) on back of race t-shirt - if received by 9/15/13			 Tigers	 		

## In-Kind Sponsorship Needs for the Literacy 5000

In-kind contributions are essential to the success of our Run. Items on this list qualify as "contributions" and can equate to any of the above-listed sponsorship levels. NOTE: An In-Kind Non Profit Market Value Rate must be submitted for entitlement.

\* Please contact us to determine is this item is still available for contribution.

<b>In-Kind Contributions</b>	<b>Quantity</b>	<b>Comments/Notes</b>
Granola Bars/Energy Bars*	1,500	Any brand

## **So CA Tri-Counties Branch – LITERACY 5000 – 5k/1k October 12, 2013**

---

Ice*	2,000 pounds	Large bags are okay – prefer in cooler (cooler to be returned)
Energy Drink*	1,500	Any Brand
Helium filled balloons*	100	Multiple colors
Helium balloon arch*	1 (for finish line)	At least 15 feet across
E-Z Ups*	6	Loaned or given
Trash boxes with bags*	20	Any brand
Cups and napkins*	2,000 each	Any brand
Snack packets for runners	1,500	Prepackaged
Bananas*	(10) 5lb bags	Or \$300 Donation
Fruit/ oranges*	3 cases	Or \$300 donation
Tangible items to insert in Goodie Bags	1,500	Products such as: sunhat, visor, fans, sunscreen, lip balm, etc.

### **Notes on Vendor Booths ---- All Vendors Listed on Vendor Booth List and on Vendor Map**

- \$75 for 10X10' (Non-profit rate \$50)
- \$125 for 10X20' (Non-profit rate \$75)
- Please bring any equipment you desire: tables, chairs, Ez-ups etc.
- Food Vendors must meet requirements set by Riverside County's Department of Environmental Services "Food Handling-Permit"

To sign up for sponsorship, please complete the Sponsorship Commitment Form

# Literacy 5000

## Part of the TCB Dyslexia Dash 5K Program

### Sponsor Commitment Form

Your support is fundamental to the success of our 2013 Literacy 5000! Your contribution – of any size—will help our run generate much-needed support for literacy in our students and adults.

COMPANY NAME: (please print as you wish it to appear on all printed materials) \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ CELL: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

#### SPONSORSHIPS - Please indicate your sponsorship category:

<input type="checkbox"/>	Cheetah Title Sponsor \$5,000 - Booth __Yes __No
<input type="checkbox"/>	Leopard Sponsor \$2,500 - Booth __Yes __No
<input type="checkbox"/>	Tiger Sponsor \$1,500 - Booth __Yes __No
<input type="checkbox"/>	Panther Sponsor \$1,000 - Booth __Yes __No
<input type="checkbox"/>	Lion Sponsor \$500 - Booth __Yes __No
<input type="checkbox"/>	Cat Sponsor \$350 - Booth __Yes __No
<input type="checkbox"/>	Other sponsorship – specific amount _____
<input type="checkbox"/>	In-kind donation – specific value _____ Describe donation: _____

Will your company help by providing volunteers on race day?

Yes

No

Quantity \_\_\_\_\_

We will contact you.

#### PAYMENT:

##### Form of Payment:

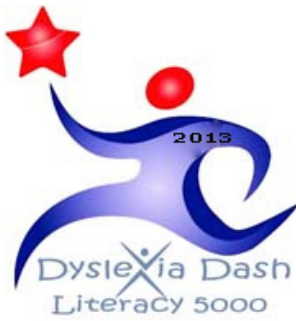
# \_\_\_\_\_ **Check (make payable to TCB – IDA)**

Mail to: TCB IDA, 5225 Canyon Crest Drive, Ste. 71, Box 308, Riverside, CA 92507

\_\_\_\_\_ **Credit Card** --- please use <http://sponsoringliteracy5000-2013.eventbrite.com>

**Logo Submission:** When submitting artwork please use .jpg, .pdf or .ai format, if not, graphic needs to be at least 300 dpi. Email files to rrichards190@gmail.com. Graphics/logos received by **September 15, 2013** are ensured inclusion on the Dash T-shirt





# Literacy 5000 (5K/1K Run/Walk)

Saturday October 12, 2013

## Application Form for Exhibitor/Vendors

Company

Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_

Please identify your services: Please initial your service

**1. Vendors providing professional services (restaurants, food vendors, vendors selling products)**

- You will be required to provide General Liability insurance coverage in the amount of \$1 million per occurrence/\$1 million aggregate, with "also named" including the City of Riverside and the So CA Tri-Counties Branch, and
- With an endorsement naming the City of Riverside and The So CA Tri-Counties Branch of the International Dyslexia Association as additional insured
- If you need assistance finding an insurance plan, please contact Marty Johnson, 951-501-2900, mjohnson@jmwis.com

**2. Vendors in the category of "other participants" such as entertainers, artists, face-painters, school/youth fundraising groups, non-profit groups, and informational-only booths**

Please describe your service/product: \_\_\_\_\_

Please check the space you wish to reserve. Booth space is width x depth. **Set-up** is Saturday, October 12, 2013 5:30 am to 6:30 am. Breakdown is 12:00 pm. **Application Deadline is September 28, 2013.**

Vendors:	__10x10/\$75	__10x20/\$125	__10x30/\$150
Non-Profits:	__10x10/\$50	__10x20/\$75	__10x30/\$100

Please submit your business license # (or nonprofits EIN #) \_\_\_\_\_

We are also having a **Silent Auction** and would appreciate a donation that could be used in this auction.

I will bring an item for the Silent Auction \_\_\_\_\_

Description of item \_\_\_\_\_

**Mail to:** Tri-Counties Branch, 5225 Canyon Crest Drive, Suite 71, Box 308, Riverside CA 92507

**On-line (using credit card):** <http://vendor2013.eventbrite.com>

For more information, contact Theresa Birkett, 951-712-6301, Email: [Theresa.birkett@gmail.com](mailto:Theresa.birkett@gmail.com)

**WAIVER OF LIABILITY:** By execution of this entry form, applicant hereby releases and discharges the event Organizers, their Sponsors, Organizing Committee, and the City of Riverside, their directors, officers, employees, agents, representatives, and servants, and anyone connected with the management or conduct of this event, The Literacy 5000, IDA Dyslexia Dash, from any and all known and unknown damages, injuries, losses, judgment claims from any causes whatsoever that may be suffered to any member to his/her person or property; further applicant expressly agrees to indemnify all the foregoing entities, persons and bodies from any and all cooperating with agent and/or under the direction or control of applicant. Applicant agrees to obey all rules and regulations of Organizers, the Committee, the Tri-Counties Branch, and the City of Riverside, which may be in effect during the time of the event. The applicant further understands that in the event of a/or any and all natural disaster (wind, fire, flood, or earthquake) and any other Acts of God, which may hinder the applicant's participation, will not warrant a refund.

Date: \_\_\_\_\_

Applicant's Name (Print) \_\_\_\_\_

Applicant's Signature: \_\_\_\_\_