

2016 Team Sponsorship Proposal



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The Facts

Idea

An annual event for “Wellness” in San Marcos, Texas.

Objective

To promote a healthy lifestyle.

Event

The Run for the Americas will consist of three events: the MARATHON, the Wellness EXPO, and the Wellness Dance Party. All three events will focus on education in living “healthy, wealthy, and wise to 100.”

Where

On McCarty Lane & IH 35 North, next to the Outlet Mall, the largest outdoor outlet mall in the USA.

When

October 29th, to celebrate All Saints’ Day, All Souls’ Day, and Dia de los Muertos.

Demographics

Age groups:

Males/Females ages 15-----90.

Teams:

BOOMERS – Ages 51-69, the only team with an age requirement.

VETERANS – All veterans of the Armed Services, or those currently serving the USA.

TEACHERS – Texas teachers, administrators, or staff members that work in public schools, universities, or colleges.

COLLEGIATE – Any student enrolled in a 2 year - 4 year postsecondary institution.

Investment

Your involvement in this event will help you to grow your membership, promote yourself to key demographics, and show the community what you value.

Up next

Read the attached proposal to see how you can benefit from this opportunity!

May 6th, 2016

Name
Company
Street Address
City, State Zip Code

Dear _____,

Want to gain invaluable publicity, reach thousands of potential clients, and show the community what you value? This is your chance to become a part of a local, and potentially national, event: The Run for the Americas.

We're inviting you to contribute to the largest event in San Marcos this year. The inaugural event will become an annual celebration on the last weekend in October, before "All Saints' Day" & "All Souls' Day." This special event includes:

- The first "MARATHON in San Marcos" on a certified* course.
- In addition, 15k – 10k – 5k individual races.
- Team relay events – BOOMERS / VETERANS / TEACHERS / COLLEGIATE
- Wellness EXPO – Speakers – Workshops
- Wellness Dance Party – "The Forever Fun Exercise."
- Golf Tournament – 3-ball select shot held at the Quail Creek Country Club.

These events will be held at the San Marcos Conference Center on Saturday October 29th, 2016 (see flier).

By participating the event, you will help us to help you reach several key target audiences. From millennials to seniors, we're looking to come into contact with adults from the entire area. Several teams will be competing in our event, and they will be needing sponsors.

The major goal, theme, and passion of the event and program: to educate Americans on how to become "healthy, wealthy, and wise to age 100."

"Wise to age 100" means living a long life (to whatever age) by taking care of one's physical self through exercise. It also means being able to afford living a long life through one's income and assets. The main goal of this event and of the organization WUWU-U, the major sponsor and director of the program/event, is to help members of the community achieve their greatest potential in both physical and financial health. WUWU-U is a long-term program that

will provide unlimited education on Wellness, both Physical & Financial! The majority of the programs, education, and training will be online, but some special events will be “live,” like The Run for the Americas and the Wellness EXPO.

Our goal and expectation is to have 3,000 runners and their families attend the event in 2016. The long term goal is to have more than 30,000 runners by 2020 from North & South America. (The Run for the Americas – Get it?) We chose the 29th of October for this event because it takes place a few days before All Saints’ Day, All Souls’ Day, and Dia de los Muertos. These holidays are a festive and colorful celebration of the local culture, as well as a time to remember our loved ones that have passed on. During these days, we are reminded of how they lived and what lessons we can take from their lives on Wellness.

Please look over the enclosed/attached information and, at your convenience, feel free to email any questions or schedule a phone conference at your convenience. Thank you for your time and I hope you will participate.

Sincerely,

Ruben Ruiz, MSFS, ChFC

Director and CEO

P.S. Any of the images and fliers included are for the benefit of your organization to view.

*Certified course means it can qualify for the invitation to run in the Boston and New York City Marathon, or any other certified marathon.

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Involvement

There are several ways a business or company can participate in the Wellness Events:

- Sponsor a team of four employees.
- Sponsor a team of four customers.
- Sponsor several teams for promotion & goodwill.
- Promote your company's participation in event.
- Make the event a fun & educational experience for staff.
- Have your team wear your company's shirts.
- Team members and their spouses or dates can attend events.
- Sponsor at several levels from \$150 - \$1,500.
- The goal for 2016 is 3,000 runners/walkers, in 2020 – 25,000.
- Wellness companies can have a booth/table at EXPO to sell goods/services or distribute info.



The benefits of sponsorship are **endless**. Sponsors will receive invaluable exposure through the event, and can be featured on several social media sites such as Facebook, LinkedIn, Twitter, and Instagram.



Each team sponsorship will also receive the following perks:

- One long-sleeve colored race shirt per team member.
- Eight tickets to the Wellness EXPO.
- Eight tickets to the Wellness "Dance" Party.

The Wellness EXPO Dance Party Events

- Wellness companies are invited to have a table/booth with 2 chairs, an 8' x 10' area.
- Each booth table is a \$150 sponsorship fee for the first year.
- Every participant in the "Run for the Americas" will receive one free ticket to the Dance Party and to the Wellness EXPO
- Team sponsors will receive eight tickets to the EXPO & Dance Party.
- There will be several speakers presenting on physical and fiscal Wellness.
- Currently the goal is four speakers for each.
- The Wellness EXPO will be opened from 7am – 3pm.
- The EXPO & Dance Party will be held at the San Marcos Conference Center.
- Each of the four individual runs, and the four team categories, will start at the end of the Embassy Suites & SMCC.





Veterans! Promote your organization and promote Veterans! Come join your fellow friends and armed forces veterans and sign up to participate in the 2016 **Run for the Americas!** Form your own team, or ask a company to sponsor your group in honor of veterans everywhere!

Register today at **WUWU-U.com**





Teachers! Take a break from your grading and have some fun before Halloween! Come run, dance, party, and paint your face in celebration of All Souls' Day, All Hallows' Eve, and Dia de los Muertos at this year's Wellness events. Get active with your fellow educators, administrators, and staff members in primary, secondary, and postsecondary schools and sign up to participate in the 2016 **Run for the Americas!** Form your own team, or ask a company to sponsor your group in appreciation of all that you do! Win a "grant" for your school or district!

Register today at **WUWU-U.com**





Baby Boomers! Are you ready to show what you're made of? If you were born between 1946 and 1964, you have been the leaders of the United States in demographics (104 million) since birth. You've written the book on commerce and free enterprise. From baby food to elementary schools, to the "Wellness" industry, Boomers set the mark. Now you can set a new mark with the Team Boomers marathon event. Come run, dance, party, and paint your face in celebration of All Souls' Day, All Hallows' Eve, and Dia de los Muertos! Get active with your peers and sign up to participate in the 2016 **Run for the Americas!**

Register today at **WUWU-U.com**



COLLEGIATE Division

College students from A-Z! Take a break from studying this October and have some fun before Halloween. Come run, dance, party, and paint your face in celebration of All Souls' Day, All Hallows' Eve, and Dia de los Muertos! Get active with your fellow students/peers and sign up to participate in the 2016 **Run for the Americas!**

Register today at **WUWU-U.com**



Registration

Sponsorship Registration

- ☐ \$150 – EXPO
 - ☐ \$250 – TEAM
 - ☐ \$500 – BRONZE
 - ☐ \$750 – SILVER
 - ☐ \$1000 – GOLD
 - ☐ \$1500 – PLATINUM
-

Team Relay Registration

Team type:

- ☐ VETERANS
- ☐ TEACHERS
- ☐ COLLEGIATES
- ☐ BOOMERS

	Name	Email	Address	DOB	Gender	Phone
1.	_____	_____	_____	_____	m <input type="checkbox"/> f <input type="checkbox"/>	_____
2.	_____	_____	_____	_____	m <input type="checkbox"/> f <input type="checkbox"/>	_____
3.	_____	_____	_____	_____	m <input type="checkbox"/> f <input type="checkbox"/>	_____
4.	_____	_____	_____	_____	m <input type="checkbox"/> f <input type="checkbox"/>	_____

_____ Teams x \$250

Individual Registration

_____ Marathon x \$75
 _____ 15K x \$45
 _____ 10K x \$35
 _____ 5K x \$30

Golf Tournament

____ Individuals x \$100

____ Teams of 3 x \$300

Dance Party

____ Individuals x \$20

Wellness EXPO

____ Individuals x \$15

Total: _____

- ☐ Check
- ☐ Cash
- ☐ Credit/Debit

Number: ____ - ____ - ____ - ____ Security Code: ____ Expiration Date: __/__/__



The event's sponsor – promotes and educates Americans on fiscal responsibility and creation of Wealth, focussing on how to pay for a comfortable lifestyle to age 100.





The Run *for* The Americas

REGISTER NOW

COME JOIN US FOR SAN MARCOS' FIRST MARATHON!

SATURDAY // OCTOBER 29, 2016 // 7:00 AM

SAN MARCOS CONFERENCE CENTER & EMBASSY SUITES //

IH 35 N & MCCARTY LANE, SAN MARCOS, TX 78666

[HTTPS://RUNOFTHEAMERICAS.EVENTBRITE.COM](https://runoftheamericas.eventbrite.com)

Come run, dance, party, and paint your face in celebration
of All Saints' Day, All Souls' Day, and Dia de los Muertos!