

Modesto Spirit of Giving



5K Run & Walk

The Modesto Spirit of Giving 5k Run & Walk

Benefitting:



- A family friendly festive community event for all ages
- Held annually, the second Saturday in December
- Tenth Street Plaza, 1010 Tenth Street, Downtown Modesto with a 5k run through the beautiful College area district in Modesto, CA



The Mission

Each year, the City of Modesto gets approximately 2,000 applications for its Youth Scholarship Program, “Leisure Bucks”. This is the City’s financial assistance program for low-income youth, disabled adults, and senior citizens. Every qualified applicant is eligible for a credit of up to \$100 towards City of Modesto programs such as: swim lessons, dance classes, art lessons, etc.

Until 2007, funding for Leisure Bucks had been provided by the City of Modesto General Fund, however, recent economic events have forced the City to seek private funding.

According to the Association for Supervision and Curriculum Development, children flourish when they are exposed to stress-relieving recreational activities and these are “largely unavailable to those living in poverty”. Proceeds from the Modesto Spirit of Giving 5k will allow disadvantaged youth to take part in city-wide recreational activities.

Additionally, the Modesto Spirit of Giving 5k partners with a local non-profit who will receive a generous portion of the proceeds. In 2019, the run partnered with Modesto Gospel Mission, an organization that tackles the full scope of homelessness. Modesto Gospel Mission receives NO government funding and is not a United Way agency. They depend entirely on the gifts of individuals, churches, groups, foundations, and businesses who care about the most vulnerable in their community. Modesto Spirit of Giving was able to partner with Modesto Gospel Mission and help fund much-needed services for the underprivileged.

Events

Spirit of Giving 5k Run/Walk

Start Time 8:30 am
Estimated Participation: 2,200

*All participants receive a high quality t-shirt and participant medal. Awards to top 3 male/female in 5 yr. age divisions.



Free Kids Fun Run “Grinch Run”

Start Time 9:45 am
Estimated Participation: 400+

*All participants receive a medal and entry into a drawing for one of 2 youth bicycles.



2019 10th Annual Race Summary

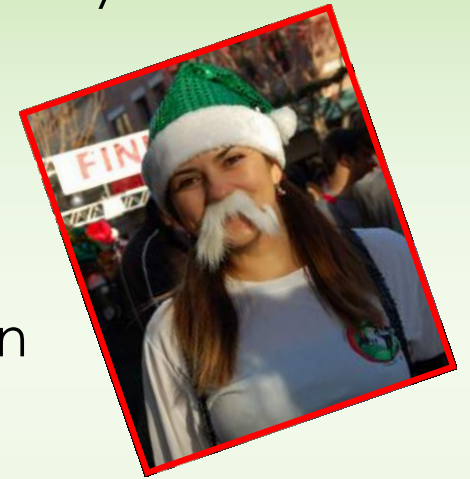
Modesto Spirit of Giving 5k Run & Walk		
Registration	2100+	
Gender	36% Male	64% Female
Ages	Oldest 84	Youngest 1
	Average Age 37	

Kids Fun Run “ Grinch Run”		
Registration	400+	
Gender	57% Male	43% Female
Ages	Oldest 10	Youngest 1
	Average Age 6	

The Benefits of Support

The Modesto Spirit of Giving 5k Run & Walk is a family-friendly, festive event that brings the entire community together. By sponsoring a portion of this year's run, your business will benefit in the following ways:

- High visibility
- Media Coverage
- Strong consumer audience
- Product sampling/sale opportunities
- Employee awareness, team-building and motivation
- Build consumer and brand loyalty
- Community relations
- Partner with an event that reflects your organization's values and vision
- Give back to the community



Sponsorship Packages

The following sponsorship packages are available:

- Presenting Sponsor
- Platinum Sponsor
- Photo Sponsor
- Gold Sponsor
- Bib Sponsor
- Silver Sponsor
- Bronze Sponsor
- Mile Marker Sponsor



Presenting Sponsor— \$10,000

- Banner Space at Start/Finish Line
- Full Color Logo on Race Advertisements
- Full Color Logo on Race Webpage and Social Media
- Logo on Race T-shirt (back)
- 10 Complimentary Race Entries
- Booth at Start/Finish Line
- Recognition as race sponsor on all promotional material



Platinum Sponsor—\$5,000

- Banner Space at Start/Finish Line
- Full Color Logo on Race Advertisements
- Full Color Logo on Race Webpage and Social Media
- Logo on Race T-shirt (back)
- 8 Complimentary Race Entries
- Booth at Start/Finish Line

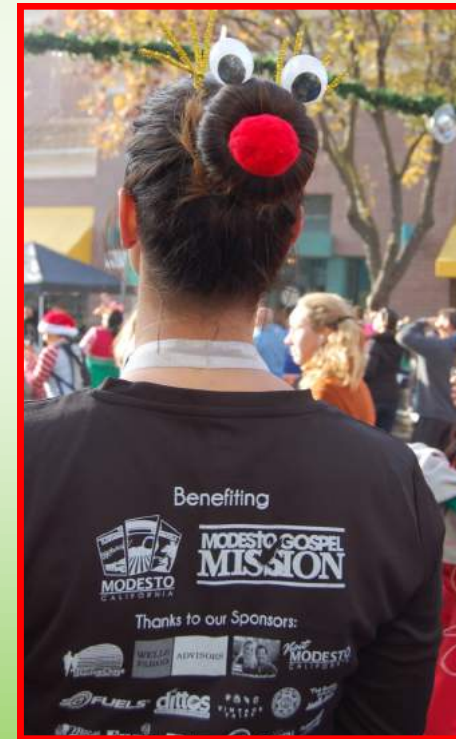


Photo Sponsor—\$2,500 (1 Available)

- Logo on all Photographs Offered to Runners
- Full Color Logo on Race Advertisements
- Full Color Logo on Race Webpage and social media
- Logo on Race T -shirt (back)
- 6 Complimentary Race Entries
- Booth at Start/Finish Line



Gold Sponsor—\$2,000

- Full Color Logo on Race Advertisements
- Full Color Logo on Race Webpage and Social Media
- Logo on Race T-shirt (back)
- 6 Complimentary Race Entries
- Booth at Start/Finish Line



Bib Sponsor—\$1,500 (1 Available)

- Promotional Logo Placement on Race Bibs
- Name and Logo on Race Advertisements
- Full Color Logo on Race Webpage and Social Media
- Logo on Race T-shirt (back)
- 4 Complimentary Race Entries
- Booth at Start/Finish Line



Silver Sponsor—\$1,000

- Name on Race Advertisements
- Full Color Logo on Race Webpage and Social Media
- Name on Race T-Shirt (back)
- 4 Complimentary Race Entries
- Booth at Start/Finish Line



Bronze Sponsor—\$500

- Name on Race Banner
- Name on Race Webpage and Social Media
- 2 Complimentary Race Entries

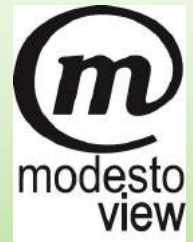
Mile Marker Sponsor—\$150

(Mile and Half Mile Markers Available)

- Name on Race Banner
- Full Color Logo on Race Mile Markers

Thank You!

Thanks to our past sponsors!!



You could be next!

Smart & Final.

Saturday, December 9, 2023

Downtown Modesto

Modesto Spirit of Giving

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www.modestospiritofgiving.org

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