



**1st Annual EmbRACE a Better
Future 10K/5K Run/Walk**

October 16

2010

SPONSOR PACKET



EMBRACE A BETTER FUTURE

34975 N North Valley Pkwy Ste 152
Phoenix, AZ 85086
(623) 889-3405



EMBRACE A BETTER FUTURE

2010 10K/5K

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Services

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Corporate Operations
Manager

Sheri Garcia
Property Operations
Supervisor

Stephanie J Foster
Systems Manager

Dear Prospective Sponsor:

The Resident Programs and Services Division of Rainbow Housing Assistance Corporation is pleased to announce that its inaugural 10K/5K event, **EmBRACE a Better Future**, will take place Saturday morning, October 16, 2010 at the Evelyn Hallman Park (formerly Canal Park) in Tempe, Arizona and we hope you will join us in our fundraising efforts. **EmBRACE a Better Future 10K/5K Run/Walk** celebrates our families and individuals in their efforts to improve their future by such means as obtaining their GED, rewriting their resumes, and assisting their children's educational learning for improved grades. In essence, becoming empowered to enhance their self-sufficiency as a direct result of engaging in our programs and services and therefore, achieving their life goals.

Rainbow Housing Assistance Corporation (Rainbow) has been providing service-enriched housing programs to lower income residents of affordable housing communities throughout the country since 2005. Rainbow is a nonprofit 501(c)(3) organization founded in 2002 to create and preserve affordable housing for families with the goal of being a catalyst for neighborhood revitalization. Rainbow established a Resident Programs and Services Division in 2005 to provide onsite resident services and now serves over 5,000 low-income households nationwide; connecting those we serve to opportunities to become self-sufficient. We rely on the generosity of our Friends of Rainbow to help these underserved families and individuals with the expansion of educational and employment opportunities.

Rainbow Housing offers service-enriched housing through community-based initiatives. Our goal is to work in partnership with individuals and families to create and preserve opportunities that support vibrant and stable communities. Through local and national collaborations with nonprofit and for-profit agencies and organizations, our Resident Services Coordinators connect those we serve to resources that leverage and strengthen communities while transforming the lives of those who live there and the surrounding community. By developing and implementing programs and services that enhance self-sufficiency, we are empowering others to help themselves.

All proceeds will be put toward accomplishing these goals, as today we need your help now more than ever as more families and individuals are adversely affected by state budget cuts and high unemployment rates. The **EmBRACE a Better Future 10K/5K** charity race will support Rainbow and its mission to help others embark on the road to self-sufficiency and, in turn, strengthen our communities and society as a whole.

As a sponsor, you can help us connect an underserved population to opportunities that will enhance their lives and deliver them from poverty, maintain stable employment, advance their education, and enjoy a healthier way of life. We invite you to take advantage of this exceptional advertising and promotional opportunity as a sponsorship participant. Expose your business in the Arizona Republic, direct mail, and online media advertising, reaching over 50,000 potential new customers through collateral materials, t-shirts, banners, and much more. We have provided details of your sponsorship benefits in this packet and hope you join us for this worthwhile community event.

Please submit the enclosed Sponsorship Letter of Agreement by Wednesday, September 1, 2010 to make sure you reach our press deadlines.

Thank you in advance for your consideration. Your support is critical to our success. Please contact Stephanie Foster, Systems Manager, should you have any questions or need additional information at (623) 889-3405, or by e-mail at sfoster@rainbowhousing.org. We look forward to working with you at **EmBRACE a Better Future 10K/5K Run/Walk**.

Warm regards,

Flynnan Janisse
Executive Director

The Resident Programs and Services Division of



PRESENTS:

1ST ANNUAL EMBRACE A BETTER FUTURE 10K/5K RUN/WALK

Event Sponsorship Levels

| Sponsor Benefits | Decathlon Sponsor \$10,000 | Triathlon Sponsor \$5,000 | Marathon Sponsor \$3,000 | Sprinter Sponsor \$1,500 | Jogger Sponsor \$750 |
|------------------|---|--|---|---|---|
| | <i>Exclusive Level Sponsorship offers the highest degree of promotional exposure.</i> | <i>Second Level Sponsorship is featured just below the Decathlon level in descending size and order.</i> | <i>Third Level Sponsorship descends in size and order from previous level and offers mid-level value.</i> | <i>Fourth Level Sponsorship descends in size and order from previous level and offers excellent lower level promotional exposure.</i> | <i>Fifth Level Sponsorship offers Event Day Exposure.</i> |

Registration Forms

Entry forms and T-Shirt pick up will be available at your choice of locations.

Title Sponsor Position on Form

Incentive Gifts and Giveaways

Your name or logo will be included on all t-shirts and event thank-you gifts.

Logo Exclusivity

Media and Public Relations

We plan to partner with television, print, and radio for the event. Your name or logo will be included in all print advertisements and press releases.

Featured



Resident Programs and Services Division



Brochures

Your name or logo will be listed on all event brochures, posters, and flyers.

Featured



T-Shirts

Your name or logo will be included on all event t-shirts.

Featured



Banners

Your company-provided banner will be placed at or near the Start and Finish lines. Decathlon and Triathlon banners will straddle the Start/Finish lines.

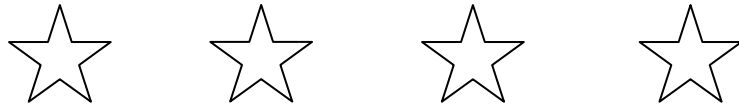
Featured - Largest



Website

Features your logo with recognition on our website

Featured



Race Bibs

Features your logo on all collectible race bibs

Logo Exclusivity



34975 N North Valley Pkwy Ste 152, Phoenix, AZ 85086
P (623) 889-3405 F (623) 687-9472 W rainbowhousing.org
Rainbow Housing Assistance Corporation is a 501(c)(3) nonprofit organization, tax ID #30-0108119

The Resident Programs and Services Division of



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1ST ANNUAL EMBRACE A BETTER FUTURE 10K/5K RUN/WALK SATURDAY, OCTOBER 16, 2010

Sponsorship and Donation Form

YES, I would like to be a sponsor! *Please check the desired sponsorship:*

- | | | | |
|--|----------|---|---------|
| <input type="checkbox"/> Decathlon Sponsor | \$10,000 | <input type="checkbox"/> Sprinter Sponsor | \$1,500 |
| <input type="checkbox"/> Triathlon Sponsor | \$5,000 | <input type="checkbox"/> Jogger Sponsor | \$750 |
| <input type="checkbox"/> Marathon Sponsor | \$3,000 | | |

YES, I would like to donate merchandise.

Item Description: _____

Fair Market Value: _____

- Donation(s) included.
 Please have a Committee Member call to make arrangements to pick up my donation.

Phone Number _(_____)_____

- I will deliver my donation(s) to Rainbow on *[date]* _____.

Company Name *(on line above)*

Address _____ City _____ State _____ Zip Code _____

Representative Name _____ E-Mail _____ Phone Number _____

Authorized Signature _____

Total donation: \$ _____

Form of payment *(circle one)*: **<Note: to receive the most benefit from your donation, a check is preferred>**

Check *(made payable to Rainbow Housing Assistance Corporation)*

PayPal *(payment to rainbowmission@rainbowhousing.org, indicate sponsorship amount, choose Personal tab, click Gift, click continue)*

Please scan and e-mail form to rainbowmission@rainbowhousing.org or mail/fax this form by September 1, 2010.

An acknowledgement letter will be mailed to you following the receipt of your donation. The person representing this request may be a member of the Rainbow Housing Assistance Corporation Board of Directors or Event Committee. They have permission to make this request on behalf of the organization.

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Join us as we RACE toward a Better Future
for those families and individuals we serve.

Saturday, October 16, 2010

www.EmbRACEaBetterFuture.org

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