

MT WILSON TRAIL RACE

SPONSORSHIP PACKET



BECOME INVESTED

Saturday, May 25, 2024 celebrates the 116th anniversary and 58th running of the Mount Wilson Trail Race (MWTR). The 8.6 mile running race is a unique, historic event, revered by the Sierra Madre community and by the 350 competitors who measure themselves against the mountain. As the second oldest run trail race in California, the Mt. Wilson Trail Race is rich in history and has over the years developed strong ties to the community members and organizations alike, making this event one to look forward to year after year.

This Memorial Day Weekend tradition brings together over 1,000 runners, spectators and volunteers. Activities include training runs for adults and kids, Kids' T-shirt Design Contest, Pre-Race Pasta Feed Dinner and Raffle and more. Runners enjoy the small town charm of Sierra Madre prior to and after their grueling, yet scenic climb up the Mt. Wilson Trail. From novice to elite runners, this event has something for everyone!

In the past, businesses like yours have given back to the community and gained significant exposure by becoming sponsors of the Mt. Wilson Trail Race. As a leader in the community, we request your sponsorship in making the 2024 MWTR the best one yet. We believe that this health conscious, community driven event will provide your company an excellent opportunity to reach out to all the participants, volunteer and spectators that make the MWTR special. We invite you to take advantage of this exceptional advertising and promotional opportunity as a sponsorship partner.

All sponsorships, donations and contributions are vital to the production of the race and help cover the considerable costs associated with executing the race each year. Please take a moment to look over this document and gain a better understanding of how your investment might benefit this historic community activity.

We look forward to working with you on the 2024 MWTR and in advance would like to thank you for your support of this truly rewarding event.

Best regards,

Pete Siberell, Race Chair

626-840-1353

pete.siberell@santaanita.com



ADDITIONAL ACTIVITIES

PASTA DINNER & RAFFLE



Held the Friday evening before race day, runners, volunteers, spectators, and locals can enjoy a fantastic pasta dinner catered by a local restaurant. The dinner is held from 5:30 to 7:00pm and includes runner check-in, past race slide show, souvenir purchases and raffle. For only \$10.00 for the first plate and \$5.00 for the second, enjoy delicious pasta, salad, bread and desserts; net proceeds benefit Sierra Madre Search and Rescue.

KIDS' FUN RUN & TRAINING SESSIONS

The Kids' Fun Run is held during the Mt. Wilson Trail Race. Youths race in two divisions (ages 3-7 and 8-13), and finish under the same banner as the adult runners after running up Baldwin Ave and back. This event is free of charge and all participants receive a ribbon and t-shirt. In addition, two free youth training sessions are held the month prior to the race. They are hosted by past women's race winners, and include running instruction, drills and activities, and a question and answer session.



KIDS' T-SHIRT DESIGN CONTEST



The Kids' Fun Run T-shirt Design Contest is a unique opportunity for youths to display their creative side by submitting artwork. Artwork will be reviewed by the MWTR committee and the winning design will be featured on the official Kids' Fun Run T-shirt, worn by more than 200 youths. The winner will be recognized on race day and presented a certificate for their accomplishment. All submissions will be printed on a banner to be put on display during the race.

RACE SPONSORS

On race day, runners, spectators, volunteers and locals have the opportunity to check out various booths featuring race sponsors and local organizations. Many vendors provide giveaways to those who visit their booths.



BEER GARDEN



Following the race, adults (21 and over) can enjoy a brew or two, from RT Rogers Brewing Company, while sharing race stories in the beer garden. Two to three beers are on tap and served by community volunteers. Proceeds from the beer garden are donated to Sierra Madre Search and Rescue, whose members keep runners safe while on the trail the day of the race and work tirelessly throughout the year as needed.

PARTICIPANT DEMOGRAPHICS

- 350 runners
- 600+ volunteers and spectators
- 150+ youths participate in the Kids' Fun Run
- Majority of runners (60%) are between the ages of 30-49 years of age
- 73 California cities and 8 US states represented
- 68% male and 32% female



GOALS & OBJECTIVES

Supported by the City of Sierra Madre Community Services Department, the Mt. Wilson Trail Race Committee has established the following goals and objectives in the planning and supervision of the annual Mt. Wilson Trail Race:

- To preserve the Mt. Wilson Trail Race, retaining its historic and cultural significance to the Sierra Madre community.
- To best utilize and coordinate the services of over 100 volunteers representing sixteen agencies, including civic organizations, local students and support groups.
- To offer runner and hikers an opportunity to participate in a competitive, yet friendly, foot race set in the wilderness of the San Gabriel Mountains at challenging elevations.
- To attract runners and spectators to witness Sierra Madre in its finest display of community spirit.

SPONSORSHIP OPPORTUNITIES

<u>Sponsorship Recognition</u> <u>Race Day</u>	Title Sponsor \$5,000	Platinum \$2,500	Gold \$1,000	Silver \$500	Bronze \$250
Event Naming Rights	X				
Opportunity to Speak at the Opening Ceremony	X				
Logo presence at Announcer's stage	X				
Live honorable mention during the race	X				
Complimentary booth in the Vendor Fair area	10'x10'	10'x10'	10'x10'	10'x10'	
Company banners on display	5	2	1		
Complimentary MWTR t-shirts	20	10	5	2	1

<u>Company Participation</u>	Title Sponsor \$5,000	Platinum \$2,500	Gold \$1,000	Silver \$500	Bronze \$250
Complimentary Race Entries	5	3	2	1	

<u>Company Visibility</u>	Title Sponsor \$5,000	Platinum \$2,500	Gold \$1,000	Silver \$500	Bronze \$250
Logo/name on MWTR T-shirts (600)	X				
Logo on Bib Numbers (350)	X	X			
Logo/name in print & electronic media	X	X	X		
Named in press releases and social media	X	X	X		
Logo on MWTR posters/brochures	X	X	X	X	
Logo/name on e-blasts	X	X	X	X	X
Logo link/name on MWTR website	X	X	X	X	X
Option to provide offer in race swag bag	X	X	X	X	X

<u>Activity Sponsor Race Day Recognition</u>	Pasta Feed \$1,750	Beer Garden \$1,750	Kids' Fun Run \$1,750	Spectator Area \$1,750
Banner featuring "Brought to you by <i>your name</i> "	X	X	X	X
Logo presence on Announcer's stage	X	X	X	X
Live honorable mention during the race	X	X	X	X

ALL confirmed sponsors and logos must be received by February 1, 2024 to ensure full promotional benefits. All sponsorships will be fulfilled as available, immediately following sponsors confirmation. Sponsorship opportunities can also be downloaded at www.mountainwilsontrailrace.com. Please share this information with business partners, friends and family.

For more information please contact Administrative Analyst, Lawren Heinz at 626-355-5278 x 704 or email at lhein@cityofsierramadre.com

ADDITIONAL OPPORTUNITIES

GOODIE BAG and IN-KIND DONATIONS

Each participant receives a goodie bag “swag bag” with items donated by local businesses and large corporations combined. To make this happen we need 350 of each item for inclusion. Items we have received have been sunscreen, lip balm and lotion. All In-Kind donations will be used during the pasta dinner and the runners awards. Both goodie bag items and in-kind donations will receive recognition in the Race Day Brochure.

COMPLIMENTARY RACE ENTRY FOR MARKETING

Depending on your sponsorship level, using your complimentary race entry as a promotional giveaway or contest can be an effective way to drive profile to your Facebook page, Instagram, other social media outlets and your company website. If you have interest in exploring this option please let your race liaison know and staff will be happy to advertise your business’ contest information in our newsletter, Facebook page, Instagram and website.

CREATE YOUR OWN

Interested in developing a partnership or have a great sponsorship idea? The race committee is open to new partnerships and sponsorships and may work with you to bring your idea to fruition. Mention your idea to your race liaison who will bring it back to the committee for discussion.

WHO MAKES THIS HAPPEN

CITY COUNCIL

Edward Garcia, Mayor
Kelly Kriebs, Mayor Pro Tem
Gene Goss, Councilmember
Robert Parkhurst, Councilmember
Kristine Lowe, Councilmember
Michael Amerio, City Treasurer

COMMUNITY SERVICES COMMISSION

Ann Palmer, Chair
Lisa Carlson, Vice Chair
Roxxi Bartlett, Commissioner
Geoffrey Woods, Commissioner
Ashley Bonenfant, Commissioner

MOUNT WILSON TRAIL RACE COMMITTEE

Pete Siberell, Chairman	Bob Spears, Trail Maintenance	Hourig Kalajian, Food
Monte Lewis, Logistics	Sue Spears, Administrative Aide	Jim Moran, Logistics
Allen Graves, Race Announcer	Joe Pacilio, Sponsorships	Robert Gjerde, IT & Website
David Pejasa, Race Supporter	Greg Harman & Pete Shair, Music	Russell Mix, Trail Maintenance
Heidi Hartman, S.M. Civic Club/Souvenirs	Monya Moyer, Race Supporter	Robert Nydam, Logistics
Cheryl Smith, Search & Rescue	Simon Cooper, Training Program	Tom Walker, Race Supporter
	Ramon Navarro, Race Support	Lawren Heinz, City Liaison

CITY OF SIERRA MADRE SUPPORTING DEPARTMENTS

Community Services Department—Public Works Department—Police Department—Fire Department

www.mountwilsontrailrace.com • [fb/mtwilsontrailrace](https://fb.com/mtwilsontrailrace)

MT. WILSON TRAIL RACE SPONSORSHIP FORM

Thank you for your interest in being a sponsor for the 2023 Mount Wilson Trail Race. Your generous sponsorship provides vital funds to the considerable costs to facilitating the race. Below are the items we request from you to ensure your business will receive the full benefits afforded to you by your sponsorship level. Please notice deadline dates for particular items. The City's Tax ID #95-6000796. If you would like further information please contact Administrative Analyst Lawren Heinz at (626) 355-5278 or via email at lhein@cityofsierramadre.com.

LOGO AND BANNER SPEC'S

Logos: To ensure quality of your companies logo in our marketing, we prefer vector files. Hi-Res TIFF and JPG files are accepted as well. Please email to lhein@cityofsierramadre.com Deadline for logo submission - **February 1, 2024.**

Banners: A banner size of 2x5 feet is preferred. Banners should be equipped with grommets for hanging. Mail to: **Mount Wilson Trail Race c/o Lawren Heinz 232 West Sierra Madre Blvd., Sierra Madre, CA 91024**

\$5,000 TITLE SPONSORSHIP

Company Logo: Vector file preferred, TIFF, Hi-Res JPEG also accepted. Logos must be received by **Feb 1, 2024** to receive full benefits. Email logo submissions to lhein@cityofsierramadre.com

Banners (5): 2X5 ft preferred, equipped with grommets for hanging. Banners must be in by **May 15th.**

Runners Information (5): Please fill out 5 entries on runners information page.

Ad Copy: 275 words maximum. Our announcer will read copy throughout the race. Submissions must be in by **May 15th.**

10x10 Booth space in Vendor Area: 1 Table and up to 4 chairs will be provided upon request, Pop Ups are permitted but not provided, banners are encouraged, signage will be provided upon request. Please indicate if you will be participating in this activity: **YES** **NO**

20 Complimentary Race Shirts (please indicate # per size): S _____ M _____ L _____ XL _____

Goodie Bag: Option to place promotional material in racer goodie bag. 350 items needed to participate. Please indicate item for

\$2,500 PLATINUM SPONSORSHIP

Company Logo: Vector file preferred, TIFF, Hi-Res JPEG also accepted. Logos must be received by **Feb 1, 2024** to receive full benefits. Email logo submissions to lhein@cityofsierramadre.com

Banners (2): 2X5 ft preferred, equipped with grommets for hanging. Banners must be in by **May 15, 2024.**

Runners Information (3): Please fill out **3** entries on runners information section.

Ad Copy: 275 words maximum. Our announcer will read copy throughout the race. Submissions must be in by **May 15th.**

10x10 Booth space in Vendor Area: 1 Table and up to 4 chairs will be provided upon request, Pop Up's are permitted but not provided, banners are encouraged, signage will be provided upon request. Please indicate if you will be participating in this activity: **YES** **NO**

10 Complimentary Race Shirts (please indicate # per size): S _____ M _____ L _____ XL _____

Goodie Bag: Option to place promotional material in racer goodie bag. 350 items needed to participate. Please indicate item for placement: _____ Goodie Bag items must be received by **May 1, 2024.**

Mail to: **Mount Wilson Trail Race c/o Lawren Heinz 232 West Sierra Madre Blvd. Sierra Madre, CA 91024**

\$1,000 GOLD SPONSORSHIP

Company Logo: Vector file preferred, TIFF, Hi-Res JPEG also accepted. Logos must be received by **Feb 1, 2024** to receive full benefits. Email logo submissions to lheinze@cityofsierramadre.com

Banners (2): 2X5 ft preferred, equipped with grommets for hanging. Banners must be in by **May 15th**.

Runners Information (2): Please fill out **2** entries on runners information section.

Ad Copy: 275 words maximum. Our announcer will read copy throughout the race. Submissions must be in by **May 15th**.

10x10 Booth space in Vendor Area: 1 Table and up to 4 chairs will be provided upon request, Pop Up's are permitted but not provided, banners are encouraged, signage will be provided upon request. Please indicate if you will be participating in this activity: **YES**___ **NO**___

5 Complimentary Race Shirts (please indicate # per size): S_____ M_____ L_____ XL_____

Goodie Bag: Option to place promotional material in racer goodie bag. 350 items needed to participate. Please indicate item for

\$500 SILVER SPONSORSHIP

Company Logo: Vector file preferred, TIFF, Hi-Res JPEG also accepted. Logos must be received by **Feb 1, 2024** to receive full benefits. Email logo submissions to lheinze@cityofsierramadre.com

Runners Information (1): Please fill out **1** entry on runners information section.

Ad Copy: 275 words maximum. Our announcer will read copy throughout the race. Submissions must be in by **May 15th**.

10x10 Booth space in Vendor Area: 1 Table and up to 4 chairs will be provided upon request, Pop Up's are permitted but not provided, banners are encouraged, signage will be provided upon request. Please indicate if you will be participating in this activity: **YES**___ **NO**___

2 Complimentary Race Shirts (please indicate # per size): S_____ M_____ L_____ XL_____

Goodie Bag: Option to place promotional material in racer goodie bag. 350 items needed to participate. Please indicate item for

\$250 BRONZE SPONSORSHIP

Company Logo: Vector file preferred, TIFF, Hi-Res JPEG also accepted. Logos must be received by **Feb 22, 2023** to receive full benefits. Email logo submissions to lheinze@cityofsierramadre.com

1 Complimentary Race Shirts (please indicate # per size): S_____ M_____ L_____ XL_____

Goodie Bag: Option to place promotional material in racer goodie bag. 350 items needed to participate. Please indicate item for placement: _____ Goodie Bag items must be received by **May 1, 2024**.

\$100 SUPPORTING SPONSORSHIP

Company Logo: Vector file preferred, TIFF, Hi-Res JPEG also accepted. Logos must be received by **Feb 22, 2023** to receive full benefits. Email logo submissions to lheinze@cityofsierramadre.com

Goodie Bag: Option to place promotional material in racer goodie bag. 350 items needed to participate. Please indicate item for placement: _____ Goodie Bag items must be received by **May 1, 2024**.

SPONSORSHIP LISTING

Please fill out you business/personal information to be listed as a sponsor

Sponsor:_____

Contact Name: _____

Address: _____

Phone Number: _____ Email: _____

RUNNERS INFORMATION

One per person

First & Last Name: _____

Complete Address:_____

Contact #: _____ Email: _____

Gender (circle one):	Male	Female	Date of Birth:	/	/	Shirt Size:	S	M	L	XL
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Emergency Contact: _____ Relationship: _____ Contact phone #: _____

First & Last Name: _____

Complete Address: _____

Contact #: _____ **Email:** _____

Gender (circle one): Male Female Date of Birth: / / Shirt Size: S M L XL

Emergency Contact: _____ Relationship: _____ Contact phone #: _____

I am running on a family team with _____ or a spouse team with _____

First & Last Name: _____

Complete Address:_____

Contact #: _____ Email: _____

Gender (circle one):	Male	Female	Date of Birth:	/	/	Shirt Size:	S	M	L	XL
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Emergency Contact: _____ Relationship: _____ Contact phone #: _____

**Thank you for supporting the
Mt. Wilson Trail Race.**

