



## **ABOUT THE EVENT**

On Saturday, February 25, 2017, Citizens Medical Center will host the first annual “Citizens Run Against Cancer” Half Marathon and 5K in Victoria, Texas, which will raise money to help patients in our community who are fighting cancer. As the proud home of the Kathryn O’Connor Regional Cancer Center, Citizens Medical Center cares for a large population of the region’s cancer patients with a comprehensive nationally-accredited Cancer Program, expert physicians, a compassionate, knowledgeable staff, advanced screening and treatment technology and services. Citizens Medical Center is dedicated to improving the health and wellness of our patients and region.

### **AUDIENCE**

The race route was designed to showcase the heart of Victoria, starting in downtown Victoria, through Riverside Park, and ending at the DeLeon Plaza for a “Party on the Plaza” with food, drinks, vendors, and entertainment. We anticipate this event will attract an audience of over 1000. Visitors are encouraged to stay the weekend and explore all that Victoria has to offer, including camping, fishing, kayaking, shopping, RVing, camping, and historical site-seeing.

### **WHY SPONSOR?**

Gain exposure to an audience from Victoria and beyond and demonstrate your commitment to the community by becoming a sponsor.

### **ABOUT THE BENEFICIARY**

Citizens Run Against Cancer proceeds will benefit local Cancer patients.



## SPONSORSHIP LEVELS

### **Presenting Sponsor (\$5000) (Exclusive to two sponsors.)**

- Logo on the Citizens Run Against Cancer website
- Hyperlink to your website from ours
- Special recognition in newspaper
- Logo placement on event posters
- Two posts on the Citizens Run Against Cancer Facebook page
- Special PA Announcements
- Logo placement on back of t-shirts
- Banner placement
- Vendor table at “Party on the Plaza” site
- Opportunity for company representative to speak at Opening Ceremony
- 10 complimentary t-shirts
- TV ad spots
- Logo placement on one side of race arch

### **Platinum (\$2500)**

- Logo on website
- Hyperlink to your website from ours
- Special recognition in newspaper
- Logo placement on event posters
- One Facebook post
- Special PA announcements
- Logo placement on back of t-shirts
- Banner placement
- Vendor table at “Party on the Plaza” site
- 6 complimentary t-shirts
- TV ad spots

### **Gold (\$1000)**

- Logo on website
- Hyperlink to your website from ours
- Special recognition in newspaper
- Logo placement on posters
- One Facebook post
- Special PA announcements
- Logo placement on back of t-shirts
- Banner placement

- Vendor table at “Party on the Plaza” site
- 4 complimentary t-shirts

### **Silver (\$500)**

- Logo on website
- Hyperlink to your website from ours
- One Facebook post
- Company name listed on back of t-shirts
- Vendor table at “Party on the Plaza” site
- 2 complimentary t-shirts

### **Bronze (\$250)**

- Name listed on back of t-shirts
- 1 complimentary t-shirt

### **Entertainment Sponsor (\$1500) (Limited number available. TBD as event schedule is set.)**

- Logo on website
- Hyperlink to your website from ours
- Special recognition in newspaper
- Logo placement on posters
- One Facebook post
- Special PA announcements
- Logo placement on back of t-shirts
- Banner placement on stage
- 4 complimentary t-shirts

### **Official “Party on the Plaza Sponsor” (\$2000)**

- Logo on website
- Hyperlink to your website from ours
- Special recognition in newspaper
- Logo placement on posters
- Two Facebook posts
- Special PA announcements
- Logo placement on back of t-shirts
- Banner placement on Pavilion
- 8 complimentary t-shirts



## SPONSORSHIP INFORMATION

**Organization Name:** \_\_\_\_\_

**Organization Contact:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Contact Phone:** \_\_\_\_\_

**Web Address:** \_\_\_\_\_

**Facebook Address:** \_\_\_\_\_

**Contact Address:** \_\_\_\_\_

**Sponsorship Level, Opportunity, Item or Other Amount:** \_\_\_\_\_

**Authorization:**

By signing below, you confirm your commitment to sponsor Citizens Run Against Cancer.

\_\_\_\_\_  
**Name & Title (please print)**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Signature**

**Email: [jschulte@cmcvtx.org](mailto:jschulte@cmcvtx.org)**

**Please make checks out to: Citizens Medical Center**

**Mailing Address:  
Citizens Medical Center  
ATTN: Marketing  
RE: Citizens Run Against Cancer  
2701 Hospital Drive  
Victoria, Texas 77901**