



**RE: 2018 Firecracker 10K, 5K and Kids' 1K Sponsorship – Wednesday, July 4, 2018**

Dear Sponsor:

Since 1985, The Firecracker 10K has been a Santa Cruz Independence Day tradition. Started by the City of Santa Cruz in 1985, the race was adopted by the Santa Cruz Sunrise Rotary Club in 2004 when City budget cuts threatened its future. The challenging and scenic run through Harvey West Park, the Pogonip, and Santa Cruz city streets offers a thrilling start to a day of family fun. Each runner receives a free pass to the Pop Warner Pancake breakfast after an awards ceremony that features medals to the top 3 in 5-year age groups and special, long-sleeved “Top Finisher” T-shirts to the top 10 age-graded finishers in each race! And, since 2009, a flat and fast 5K run, walk or stroll (starting about 10 minutes after the 8:30 a.m. 10K start) — a 3-loop course that’s great for runners and walkers of all ages and awesome for spectators! Kids (ages 1-10) can also participate in the Kids’ 1K, a much shorter loop in and around Harvey West Park that starts at 8:00 a.m., 30 minutes before the 10K start. Each child receives a blue ribbon for running and the thrill (for many) of running in their first official road race. And the top 3 kids also get medals!

Also since 1985, the Santa Cruz Sunrise Rotary Club has raised hundreds of thousands of dollars and volunteered countless hours in numerous Areas of Service, more particularly described below. Rotary lives its motto: **Service Above Self** and is committed to its guiding principle—the Rotary Four Way Test—which asks, in all endeavors:

- (1) **Is it the truth?**
- (2) **Is it fair to all concerned?**
- (3) **Will it build goodwill and better friendships?**
- (4) **Will it be beneficial to all concerned?**

And since 2013 the Sunrise Rotary Club has selected a special “**Firecracker Beneficiary**” to whom runners and the public alike may donate funds when registering and for whom the Firecracker holds 20% of the year’s net race proceeds to match runners’ donations to the **Firecracker Beneficiary** that are received on or before race day (Wednesday, July 4, 2018).

This year’s key **Firecracker Beneficiaries** include **Teen Kitchen** and **The American Red Cross of the Central Coast**. Every year, the Firecracker is made possible only through the incredible community support of our sponsors and participants. This year, we offer sponsorship and supporter opportunities from \$50 to \$10,000. But we need your support *now*. **The top seven sponsorships (Perennial, Premier, Shirt, Breakfast, Banner, Trophy, and Hill) are limited, so pledge today to ensure that you receive your top choice for your sponsorship donation.** The Supporter, Gold, Silver and Bronze levels are unlimited. And we are specifically looking for “in kind” sponsors willing to donate prizes or

goodie bag items for our runners. All sponsorship opportunities are described in more detail in this packet and on the race website: [www.SantaCruzFirecracker10k.org](http://www.SantaCruzFirecracker10k.org). For more information about the club and the people and projects that your sponsorship helps, please visit the club website at [www.SantaCruzSunriseRotary.org](http://www.SantaCruzSunriseRotary.org).

Over the years, your Firecracker 10K/5K/1K sponsorships have supported countless local, national and international projects, from Polio Plus (dedicated to eradicating polio world-wide), to Katrina Hurricane Relief, Delta School, Camp Opportunity, the Beach Flats Community Center, the Santa Cruz High School track and field project, Habitat for Humanity, and support for all local high schools and scholarships for college bound students. A *partial* listing of where your sponsorship dollars and race proceeds have gone (or will go) follows:

**Key Firecracker Beneficiaries:** Baker/Butler Scholarship Fund (2013); Boys & Girls Club of Santa Cruz (2014); American Red Cross of the Central Coast (2015; 2017; 2018); LEO's Haven (2016); Teen Kitchen (2017; 2018).

**Community Service:** Human Race, Cabrillo Music Festival, Second Harvest Food Bank, California Gray Bears: Seniors helping Seniors, Beach Flats Community Center, Adopt-A-Family, Sculpt-tour, Camp Harmon, Rotary Rummage Sale, Pacific Coast Manor Patio Project, Rotary Memorial Santa Cruz HS Track and Field Project, New Life Community Center Playground;

**Health:** Polio Plus, Aids Project, American Cancer Society, Hepatitis B Inoculations in Poland, Share Life Bone Marrow Donor Program;

**Charities & Grants:** Santa Cruz Teen Center, High School Grad Nights, SC High School Athletic Field, Camp RYLA, Youth Leadership, Mission Hill Jr. High Scholarship, Coast Girls Soccer, Camp Opportunity, Boys & Girls Club, High School Interact Club, Speech Contest, Big Brothers/Sisters of SCC, Children's Hospice, RSVP and Senior Center, Bikes for Africa; Harbor High Mock Trial;

**Exchange Student Program:** France, Brazil, Argentina, Costa Rica and many more;

**Vocational Services:** Adopt A Family, Your Future is Our Business;

**International Services:** Katrina and Maria Hurricane Relief, Chacala Mexico School Site, Microbank, Shelter Box, Shoes for Iraq, Hagar Orphanage in Cabo San Lucas, Mexico, Clothing for Romanian Orphans, Guatemala Health Fair; Wine to Water; and

**Friends of State Parks:** Wilder Ranch Renovation, Laguna Beach Clean-Up.

Please see the following Firecracker 10K/5K/Kids' 1K sponsorship benefits description for details on the level of sponsorship or support you may choose. We look forward to spreading the word about your support at this year's Firecracker Runs!

Rotary Club of Santa Cruz Sunrise Foundation, Inc.  
PO Box 7026  
Santa Cruz, CA 95061-7026  
Email: [jeffk@santacruzfirecracker10k.org](mailto:jeffk@santacruzfirecracker10k.org)

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### ***2018 Santa Cruz Sunrise Rotary Firecracker 10k/5K/ Kids' 1K Race Sponsorship Benefits***

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- A. In exchange for payment of the Perennial Sponsorship fee of **\$10,000**, the **Perennial Sponsor** ("Perennial Sponsor") receives the following benefits:
1. Universal recognition as "**Perennial Sponsor**" of the Race;
  2. **Right of first refusal for "Perennial Sponsor" status for 5 years with additional 5-year option to renew;**

3. **Perennial Sponsor recognition in largest type on race T-shirt;**
4. **Ten complementary entries to race of your choice;**
5. **Six complementary tickets to Firecracker Night at the Santa Cruz Warriors game on Thanksgiving weekend;**
6. **Perennial Sponsor** recognition at Firecracker Night and throughout the July 4<sup>th</sup> races and continuing throughout the year on the race website;
7. Public address recognition at Race venue;
8. Access to Race venue for promo booths, signs, etc.;
9. Product sampling opportunities;
10. VIP presentation in race day awards ceremony;
11. Right to advertise as “Official Sponsor” of the Race;
12. Logo display and/or name on Race Website for entire year;
13. Incidental print and electronic media exposure;
14. Floor traffic generation opportunities;
15. Logo display or name in scheduled print and other media:
  - a. Santa Cruz Sentinel
  - b. Rotary Bulletin
  - c. Facebook.com
  - d. Miscellaneous other print and online media; and
16. 33 years of goodwill.

B. In exchange for payment of the Premier Sponsorship fee of **\$5,000**, the **Premier Sponsor** ("Premier Sponsor") receives the following benefits:

1. Universal recognition as “**Premier Sponsor**” of the Race;
2. **Premier Sponsor recognition in largest type on race T-shirt;**
3. **Six complementary entries to race of your choice;**
4. **Two complementary tickets to Firecracker Night at the Santa Cruz Warriors game on Thanksgiving weekend;**
5. **Premier Sponsor** recognition at Firecracker Night and throughout the July 4<sup>th</sup> races and continuing throughout the year;
6. Public address recognition at Race venue;
7. Access to Race venue for promo booths, signs, etc.;
8. Product sampling opportunities;
9. VIP presentation in race day awards ceremony;
10. Right to advertise as “Official Sponsor” of the Race;
11. Logo display and/or name on Race Website for entire year;
12. Incidental print and electronic media exposure;
13. Floor traffic generation opportunities;
14. Logo display or name in scheduled print and other media:
  - a. Santa Cruz Sentinel
  - b. Rotary Bulletin
  - c. Facebook.com
  - d. Miscellaneous other print and online media; and
15. 33 years of goodwill.

C. In exchange for payment of the Shirt Sponsorship fee of **\$1,500**, the **Shirt Sponsor** ("Shirt Sponsor") receives the following benefits:

1. Universal recognition as “**Shirt Sponsor**” of the Race;
2. **Shirt Sponsor recognition in prominent type and location on race T-shirt;**
3. **Five complementary entries to race of your choice;**

4. Public address recognition at Race venue;
5. Access to Race venue for promo booths, signs, etc.;
6. Product sampling opportunities;
7. VIP presentation in race day awards ceremony;
8. Right to advertise as “Official Sponsor” of the Race;
9. Logo display and/or name on Race Website for entire year;
10. Incidental print and electronic media exposure;
11. Floor traffic generation opportunities;
12. Logo display or name in scheduled print and other media:
  - a. Santa Cruz Sentinel
  - b. Rotary Bulletin
  - c. Facebook.com
  - d. Miscellaneous other print and online media; and
13. 33 years of goodwill.

D. In exchange for payment of the Breakfast Sponsorship fee of **\$1,500**, the **Breakfast Sponsor** ("Breakfast Sponsor") receives the following benefits:

1. Universal recognition as “**Breakfast Sponsor**” of the Race;
2. **Breakfast Sponsor recognition on race T-shirt, race announcements, and at Race-day breakfast;**
3. **Five complementary entries to race of your choice;**
4. Public address recognition at Race venue;
5. Access to Race venue for promo booths, signs, etc.;
6. Product sampling opportunities;
7. VIP presentation in race day awards ceremony;
8. Right to advertise as “Official Sponsor” of the Race;
9. Logo display and/or name on Race Website for entire year;
10. Incidental print and electronic media exposure;
11. Floor traffic generation opportunities;
12. Logo display or name in scheduled print and other media:
  - a. Santa Cruz Sentinel
  - b. Rotary Bulletin
  - c. Facebook.com
  - d. Miscellaneous other print and online media; and
13. 33 years of goodwill.

E. In exchange for payment of the Banner Sponsorship fee of **\$1,500**, the **Banner Sponsor** ("Banner Sponsor") receives the following benefits:

1. Universal recognition as “**Banner Sponsor**” of the Race;
2. **Banner Sponsor recognition on official race banner and on race T-shirt;**
3. **Five complementary entries to race of your choice;**
4. Public address recognition at Race venue;
5. Access to Race venue for promo booths, signs, etc.;
6. Product sampling opportunities;
7. VIP presentation in race day awards ceremony;
8. Right to advertise as “Official Sponsor” of the Race;
9. Logo display and/or name on Race Website for entire year;
10. Incidental print and electronic media exposure;
11. Floor traffic generation opportunities;
12. Logo display or name in scheduled print and other media:

- a. Santa Cruz Sentinel
  - b. Rotary Bulletin
  - c. Facebook.com
  - d. Miscellaneous other print and online media; and
13. 33 years of goodwill.

F. In exchange for payment of the Trophy Sponsorship fee of **\$1,000**, the **Trophy Sponsor** ("Trophy Sponsor") receives the following benefits:

1. Universal recognition as "**Trophy Sponsor**" of the Race;
2. **Trophy Sponsor on official Champion's Cup and on race T-shirt;**
3. **Four complementary entries to race of your choice;**
4. Public address recognition at Race venue;
5. Access to Race venue for promo booths, signs, etc.;
6. Product sampling opportunities;
7. VIP presentation in race day awards ceremony;
8. Right to advertise as "Official Sponsor" of the Race;
9. Logo display and/or name on Race Website for entire year;
10. Incidental print and electronic media exposure;
11. Logo display or name in scheduled print and other media:
  - a. Santa Cruz Sentinel
  - b. Rotary Bulletin
  - c. Facebook.com
  - d. Miscellaneous other print and online media; and
12. 33 years of goodwill.

G. In exchange for payment of the Hill Sponsorship fee of **\$1,000**, the **Hill Sponsor** ("Hill Sponsor") receives the following benefits:

1. Universal recognition as "**Hill Sponsor**" of the Race;
2. **Hill Sponsor recognition on 10K course's famed hill and on race T-shirt;**
3. **Four complementary entries to race of your choice;**
4. Public address recognition at Race venue;
5. Access to Race venue for promo booths, signs, etc.;
6. Product sampling opportunities;
7. VIP presentation in race day awards ceremony;
8. Right to advertise as "Official Sponsor" of the Race;
9. Logo display and/or name on Race Website for entire year;
10. Incidental print and electronic media exposure;
11. Logo display or name in scheduled print and other media:
  - a. Santa Cruz Sentinel
  - b. Rotary Bulletin
  - c. Facebook.com
  - d. Miscellaneous other print and online media; and
12. 33 years of goodwill.

H. In exchange for payment of the Platinum Sponsorship fee of **\$1,000**, the **Platinum Sponsor** ("Platinum Sponsor") receives the following benefits:

1. Universal recognition as "**Platinum Sponsor**" of the Race;
2. **Sponsor recognition on race T-shirt;**
3. **Four complementary entries to race of your choice;**

4. Public address recognition at Race venue;
5. Access to Race venue for promo booths, signs, etc.;
6. Product sampling opportunities;
7. VIP presentation in race day awards ceremony;
8. Right to advertise as “Official Sponsor” of the Race;
9. Logo display and/or name on Race Website for entire year;
10. Incidental print and electronic media exposure;
11. Logo display or name in scheduled print and other media:
  - a. Santa Cruz Sentinel
  - b. Rotary Bulletin
  - c. Facebook.com
  - d. Miscellaneous other print and online media; and
12. 33 years of goodwill.

I. In exchange for payment of the Gold Sponsorship fee of **\$750**, each **Gold Sponsor** ("Gold Sponsor") receives the following benefits:

1. Recognition as “**Gold Sponsor**” of the Race;
2. **Sponsor recognition on race T-shirt;**
3. **Three complimentary entries to race of your choice;**
4. Public address recognition at Race venue;
5. Right to advertise as “Official Sponsor” of the Race;
6. Logo display and/or name on Race Website for entire year;
7. Incidental print and electronic media exposure;
8. Logo display or name in scheduled print and other media:
  - a. Santa Cruz Sentinel
  - b. Rotary Bulletin
  - c. Facebook.com
  - d. Miscellaneous other print and online media; and
9. 33 years of goodwill.

J. In exchange for payment of the Silver Sponsorship fee of **\$500**, each **Silver Sponsor** ("Silver Sponsor") receives the following benefits:

1. Recognition as “**Silver Sponsor**” of the Race;
2. **Sponsor recognition on race T-shirt;**
3. **Two complimentary entries to race of your choice;**
4. Public address recognition at Race venue;
5. Right to advertise as “Official Sponsor” of the Race;
6. Logo display and/or name on Race Website for entire year;
7. Incidental print and electronic media exposure;
8. Logo display or name in scheduled print and other media:
  - a. Santa Cruz Sentinel
  - b. Rotary Bulletin
  - c. Facebook.com
  - d. Miscellaneous other print media; and
9. 33 years of goodwill.

K. In exchange for payment of the Bronze Sponsorship fee of **\$250**, each **Bronze Sponsor** ("Bronze Sponsor") receives the following benefits:

1. Recognition as “**Bronze Sponsor**” of the Race;

2. **Sponsor recognition on race T-shirt;**
  3. **One complimentary entry to race of your choice;**
  4. Public address recognition at Race venue;
  5. Right to advertise as “Official Sponsor” of the Race;
  6. Logo display and/or name on Race website for entire year;
  7. Incidental print and electronic media exposure
  8. Logo display or name in scheduled print and other media:
    - a. Santa Cruz Sentinel
    - b. Rotary Bulletin
    - c. Facebook.com
    - d. Miscellaneous other print media; and
  9. 33 years of goodwill.
- L. In exchange for payment of the Supporter fee of \$50-249, each **Supporter** ("Supporter") receives the following benefits:
1. Recognition as “Supporter” of the Race;
  2. Public address recognition at Race venue;
  3. Incidental print and electronic media exposure;
  4. Name on Race website for entire year; and
  5. 33 years of goodwill.

Each sponsor agrees and acknowledges that some of the benefits described above depend upon negotiations with third parties. If the Santa Cruz Sunrise Rotary Club is unable to provide the agreed benefits to Sponsor as a result of its inability to negotiate such benefits with third parties, then additional benefits of a reasonably equivalent value will be provided to Sponsor.

**Send sponsor signups to Jeff Kirk**  
**Please make all checks payable to:**  
 Rotary Club of Santa Cruz Sunrise Foundation, Inc.  
 PO Box 7026  
 Santa Cruz, CA 95061-7026  
 (831) 359-9635 Cell  
[jeffk@santacruzfirecracker10k.org](mailto:jeffk@santacruzfirecracker10k.org)

**For more information, please visit [www.SantaCruzFirecracker10k.org](http://www.SantaCruzFirecracker10k.org)**