

# Volkslauf



*The Ultimate Challenge*

[www.volkslauf.com](http://www.volkslauf.com)

Saturday, October 2, 2010

# 2010 Sponsorship Proposal

# Volkslauf

## The Ultimate Challenge

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The Golden Empire Detachment of the Marine Corps League, a non-profit organization, is the sponsor for the annual Volkslauf Mud Run. Net proceeds raised from this event will be donated to Kern County charitable organizations.

**OUR MISSION:** The Bakersfield Volkslauf (“the people’s run”) is dedicated to improving the plight of the community through involvement in civic activities. Specifically, the Volkslauf Committee successfully stages and executes the Annual Volkslauf Mud Run, generating revenue that enables it to accomplish its’ stated mission.

- ◆ 2008 welcomed more than 2000 participants
- ◆ The largest race in Kern County
- ◆ 10K and 5K run through mud and obstacles
- ◆ T-Shirts, food, fun
- ◆ Free Kids mud run for ages 4-11 after the 5 & 10K
- ◆ Nearly 7,000 spectators
  
- ◆ Over \$296,000 has been donated since 1997
- ◆ Runners come from all over California and the Southwestern United States
- ◆ The majority of the runners are ages 25-35
  
- ◆ Numerous local and national media outlets promote and cover the race
- ◆ There is an outstanding website for information and registration [www.volkslauf.com](http://www.volkslauf.com)

In 2008, CASA, the Make A Wish Foundation, Ronald McDonald House and Toys for Tots each received money from the successful 2008 event.

# Becoming a Partner of the Volkslauf

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Thank you for the opportunity to share the mission of Volkslauf and the benefit it provides to Kern County charitable organizations. This event could not be the success it is without support from the community and organizations such as yours. The Volkslauf Committee values your partnership and is grateful for the support you are able to provide. For additional information you can go to our website at [www.volkslauf.com](http://www.volkslauf.com) or call:

Glen Pruett (Race Director) – (661) 861-8711

When you decide to become a supporter of the Volkslauf event, please complete the sponsorship information sheet. Mail it, along with a check payable to the Marine Corps League/Volkslauf, and please include your “camera ready” art on a diskette containing your ad in .TIF or .EPS or .JPG format, to:

Marine Corps League / Volkslauf  
P.O. Box 11103  
Bakersfield CA. 93389-1103

Please do not write “c/o” or any other names on the envelope or the Post Office will return the item. Thank you.

# 2010 VOLKSLAUF SPONSORSHIP BENEFITS

## SPONSORSHIP LEVELS

	From	To	Program	T-Shirt	Web	PD. Entries (Incl. Food & T-Shirts)	Gift T's	Course Signage
Event	\$5000	Plus	Full Page	Large Logo	Yes	10	8	Yes
Happy Valley	\$2500	\$4,999	Full Page	Medium Logo	Yes	8	6	Yes
Devil Dog	\$1000	\$2,499	1/2 Page	Small Logo	Yes	6	4	Yes
Razorback	\$500	\$999	1/3 Page	Small Logo	Yes	4	2	Yes
Peleliu	\$300	\$499	1/4 Page	Small Name	Yes	2	2	No
Khe Sanh	\$100	\$299	1/8 Page <i>(Business card)</i>	No	Yes	0	1	No

- ◆ We are rebuilding this year. If you are interested in “leasing” an obstacle in your business name, please contact Glen Pruett, our race director, for further details.
- ◆ Sponsorship opportunities include any of the following: provision of labor and/or equipment, services, product donation, monetary donation.
- ◆ Please indicate on the form, found in the proposal packet, the type of sponsorship you are providing to the Volkslauf and the value of the sponsorship (if it is not monetary). We want to make sure the program advertising and t-shirt printing accurately reflects your level of contribution.
- ◆ Upon completion of the form, send it to the address located on the form. If you are making a monetary donation, please make the check payable to “Marine Corps League – Volkslauf.”

Thank you again for your time and consideration.

**SEMPER FI!**



# VOLKSLAUF

P.O. Box 11103  
Bakersfield, CA 93389  
(661) 861-8711  
www.volkslauf.com



The Ultimate Challenge



## Sponsorship

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone #: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email address: \_\_\_\_\_

***Volkslauf Donation Deadline for T-shirt and Program Placement  
August 30, 2010***

**Donation Type** *(Please check one)*

\$       Service       Equipment       Product

**Value of Donation** *(Please fill in monetary value of donation)*

\$\_\_\_\_\_ Service \$\_\_\_\_\_ Equipment \$\_\_\_\_\_ Product \$\_\_\_\_\_

Please contact Alicia Mattson at [ammattson@comcast.net](mailto:ammattson@comcast.net) or 661-364-7207 for Sponsor  
Runner Registration Forms.