



RUN FOR THE SEALS 2010

Sponsorship Opportunities for The Marine Mammal Center's 26th Run for the Seals Fundraising Event!

EVENT OVERVIEW

“Run for the Seals” (RFTS) is The Marine Mammal Center's annual fun run/walk and fundraiser. After a one year hiatus, the Center is excited to host the 2010 event and incorporate the event into its new facility that opened to the public in June 2009.

The event will take place on **Saturday, March 13, 2010** in the beautiful Marin Headlands, starting at Rodeo Beach and ending at Bunker Road near the Center's new hospital and visitor center.

This year's race provides participants with two route options**: The original 4-mile run, finishing this year on Bunker Road, near our new Center; Plus an additional 2-mile scenic route overlooking the ocean for those who want a short but challenging and rewarding hike / walk with viewing, refreshment and education stations along the way. The event is open to all ages and is perfect for runners (casual and pro), hikers, baby joggers and 'power-strollers'. There will be a costume contest and dogs on leashes are welcome too!

Race day registration and check-in will begin at **7:30 AM** and the race will officially start around **9:30 AM**, with winners and awards presented between **10.30-11.30am**.

After the event, all participants will be invited to attend our new **FUN DAY**** which will take place at The Marine Mammal Center. During Fun Day, guest will enjoy complimentary food, drinks, activities and tours, while learning about the important work of the Center.

Registration:

Pre-event registration online will be greatly incentivized and promoted, although sign-up on the day will be possible too. Participants who register online will receive a free 2010 Basic Membership worth \$25. All participants will receive a free commemorative RFTS t-shirt at the finish area. Online registration will open by the end of January 2010.

Adult Online Registration \$35 per person / Adult On-day registration \$40 per person
Child Online Registration \$20 per person / Child On-day Registration \$25 per person
Dogs FREE!

Target Audiences:

- **Primary:** Families with young children from Marin County; females age 25-55; runners from across the Bay Area
- **Secondary:** Animal lovers and outdoor enthusiasts
- Past RFTS events have typically had a 50/50 female/male ratio of race participants and attendees



About TMMC:

The Marine Mammal Center began in 1975 with the goal of rescuing and providing medical care to sick, injured and orphaned marine mammals in Marin County. Since those humble beginnings nearly 35 years ago, the Center has cared for more than 15,000 animals, expanded its operations to 600 miles of California coastline, and extended its animal care work into scientific research and educational outreach programs that explore and share information about the role of marine mammals as indicators of ocean and human health.

In June 2009, the Center opened its new facility to the public. In addition to major upgrades to its hospital, it also contains an observation deck overlooking its patients, viewing windows into its functional areas, and a range of compelling and educational exhibits about its work.

A non-profit 501(c)(3) organization, the Center is supported by a staff of 45 employees and over 800 volunteers; private donations provide 80% of its annual operating budget of \$5.3 million.

For more information please visit www.MarineMammalCenter.org

The Center in numbers:

- The Center's Marine Science Education programs and events reach over 100,000 members of the general public, including thousands of students, teachers, and community groups each year
- Our veterinary scientists work collaboratively with over 30 world-wide scientific, educational, federal and nonprofit organizations, to address the health and survival of marine mammals and to investigate human and other stresses on the marine ecosystem
- 40,000 people visited the Center between June and October 2009
- Our website has 12,000 unique page views per day
- There are currently 10,000 names on our e-newsletter distribution list
- The Center has over 20,500 active members in Northern California and over 35,000 members nationwide.
- Visit www.MarineMammalCenter.org for more information

Why should your company should sponsor RFTS?:

- Opportunity to connect with race-goers and TMMC members via pre and post event marketing for up to 4 months (sponsorship Jan - end April 2010)
- Access to a captive audience of at least 600 participants and visitors on event day
- At least 50% of the participants will be female, and a push to the family market is likely to increase the % of females taking part in 2010
- Community focused event!
- Unique gathering of animal, environmental and conservation-minded people wanting to support a good cause
- Traditionally well publicized and supported by the local media

For more information please call Kate Harle on (415) 289-7334 or email harlek@tmmc.org.



SPONSORSHIP OPPORTUNITIES

GOLD LEVEL - \$5,000 (CASH or IN-KIND)

- Corporate logo on all new collateral and marketing materials* including, but not limited to:
 1. Run for the Seals signature t-shirt (500-1000 t-shirts)
 2. Marketing i.e. print & online collateral such as postcards, TMMC and RFTS website with hyperlink, e-alerts, monthly e-newsletters
 3. Race signage i.e. mile markers, bib numbers, banners
 4. Sponsorship 'thank you' message displayed on the Center's plasma screen until end of April 2010.
- Named sponsor of the Costume Contest
- Verbal recognition by MC during the race
- Recognition in the Center's 2010 Annual Report
- FREE race entry for up to 10 participants
- **2010 Corporate Partner membership at the Sustainer level with benefits including:**
 1. One-time use of the Magowan Board Room at The Marine Mammal Center for a meeting or private event in 2010; this room has sweeping views of the Pacific Ocean and is an ideal space for a board meeting or retreat
 2. One Volunteer Day for 15-20 employees in April or May 2010; a unique team-building opportunity that will give your employees a chance to get up close and personal with our marine mammal patients

SILVER LEVEL - \$2,500 (CASH or IN-KIND)

- Corporate logo on major new collateral and marketing materials* including, but not limited to:
 1. Run for the Seals signature t-shirt (500-1000 t-shirts)
 2. Marketing i.e. print & online collateral such as postcards, TMMC and RFTS website with hyperlink, e-alerts, monthly e-newsletters
 3. Race signage i.e. mile markers, banners
 4. Sponsorship 'thank you' message displayed on the Center's plasma screen until end of April 2010.
- Verbal recognition by MC during the race
- Recognition in the Center's 2010 Annual Report
- FREE race entry for up to 5 participants
- **2010 Corporate Partner membership at the Associate level with benefits including:**
 1. One Volunteer Day for 15-20 employees in April or May 2010; a unique team-building opportunity that will give your employees a chance to get up close and personal with our marine mammal patients



BRONZE LEVEL - \$1000 (CASH or IN-KIND)

- Corporate logo on major new collateral and marketing materials* including, but not limited to:
 1. Run for the Seals signature t-shirt (500-1000 t-shirts)
 2. Marketing i.e. print & online collateral such as postcards, TMMC and RFTS website with hyperlink, e-alerts, monthly e-newsletters
 3. Some race signage
 4. Sponsorship 'thank you' message displayed on the Center's plasma screen until end of April 2010
- Verbal recognition by MC during the race
- Recognition in the Center's 2010 Annual Report
- FREE race entry for 2 participants

COMMUNITY SPONSOR - \$50 (CASH or IN-KIND)

- Opportunity for your business to provide a coupon / voucher that will be included in a printed booklet to be distributed to all race participants and attendees. If you have a special sale or offer that you want to advertise, this would be a perfect opportunity to inexpensively get your offer into the hands of approximately 1,000 potential customers!
- Corporate logo featured on The Marine Mammal Center's web site and on the Run for the Seals web site starting at the time of sponsorship commitment through **April 2010**
- Sponsorship 'thank you' message displayed on the Center's plasma screen through April 2010.

Simply complete the **Community Sponsor Enrollment Form** in this pack to get involved today

IN-KIND SPONSORSHIP WISH LIST:

- Advertising space in local press and online news / event websites
- Food, drink and catering services for approximately 500 people (on the Fun Day)
- On-the-go sports snacks and drinks (environmentally friendly packaging required) for the 4-mile race and 2-mile hiking routes
- Tent/s to cover the courtyard at the Center
- Production and printing of the participant T-shirts
- Production and printing of support collateral for pre-event marketing and race day signage such as banners, flags, postcards, posters, bibs etc (environmentally friendly)
- Registration goody bag contents: energy bars, water, sports related items such as reusable water bottles etc

*Sponsorship deadline is February 26, 2010 for your logo to be printed on the t-shirts or within the coupon booklet. Please note that the amount of collateral and marketing your corporate logo will appear is dependent on level of sponsorship and when sponsorship is committed.

**Please note that any changes made to the race day, race or hike format and the Fun Day, are at the discretion of The Marine Mammal Center. Any changes will be communicated to participating sponsors as soon as they become known and/or if they affect the sponsorship.



Community Sponsor Enrollment Form

YES - Sign me up to be a Community Sponsor Run for the Seals 2010!

Company Name: _____

Company Address: _____

Contact Name: _____

Contact Phone: _____

Contact Email: _____

Description of Community Sponsor Donation (please circle one):

CASH

IN-KIND / PRODUCT

Write below or email the description of the offer to include in the printed community sponsor booklet (e.g. coupon for 10% off purchase, expires on X date):

FOR CASH DONATIONS

AMOUNT (MINIMUM DONATION IS \$50) _____

My check is enclosed.

(Please make your check payable to **The Marine Mammal Center**; the Center's EIN# is 51-0144434)

Please charge my credit card: **VISA** **MasterCard** **American Express**

Cardholder Name: _____

Card Number: _____

Expiration Date: _____

FOR IN-KIND/PRODUCT DONATIONS

(The Center will arrange pick-up of these items on or before March 10):

Description of Item: _____

Quantity: _____

Fax this form to Kate Harle at +1 (415) 754 4041 or scan and email it to harlek@tmmc.org. Alternatively, send it by mail with your check to: Kate Harle, The Marine Mammal Center, 2000 Bunker Road, Fort Cronkhite, Sausalito, CA, 94965