



MEMORIAL DAY MONDAY | MAY 27, 2024



SPONSORSHIP OPPORTUNITIES



SPECTRUM SPORTS MANAGEMENT INC.
DEBRA ZINN | SPONSORSHIP MANAGER
C (619) 865-3528 | DEBRA@SPECTRUMSPORTS.NET
WWW.LAGUNAHILLSHALFMARATHON.COM



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SPONSORSHIP OPPORTUNITIES FOR THE CITY OF LAGUNA HILLS MEMORIAL DAY HALF MARATHON, 5K & 10K!

The City of Laguna Hills Memorial Day Half Marathon, 5K and 10K, formerly the Saddleback Memorial Half Marathon, continues to be a great community event with all of the fun that runners have to come to know and love. More than 8,000 people of all ages, including elite and recreational runners, walkers, spectators, sponsors and volunteers are expected to attend, as well as Southern California media.

RACE START

Saddleback Memorial
Medical Center, Laguna Hills, CA

FINISH LINE & FAMILY EXPO

Laguna Hills Community
Center, Laguna Hills, CA
Featuring live entertainment,
interactive booths, and food

RACE DAY SCHEDULE

5:30 am — Registration Opens
6:30 am — Half Marathon start
7:00 am — 5K & 10K Start
7:30 am — Expo (until noon)
8:00 am — Beer Garden
9:30 am — Kids Half Mile Race
9:45 am — Diaper Dash

Why sponsor the 2024 City of Laguna Hills Memorial Day Half Marathon, 5K & 10K?

- Build a relationship between your Brand/Company and Orange County's affluent market.
- Title Opportunities - "Your Company's" 5K & 10K, "Your Company's" Kids Races, "Your Company's" Family Expo.
- Promotional incentives and sales opportunities to introduce your product and company.
- Guaranteed Visibility - "Your Company" logo on promotional media package (event entry forms, email blasts, magazine and newsprint advertising and web ads).
- Acquire new customers or strengthen old relationships.
- Limited usage of participants database (presenting or title levels only). With our approval, we will send your message to our participants twice. You provide the text or HTML message.

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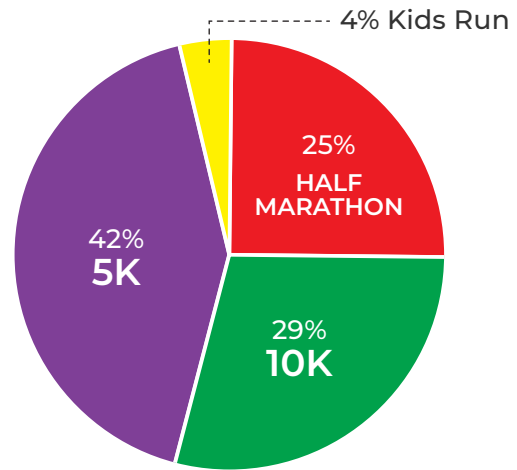
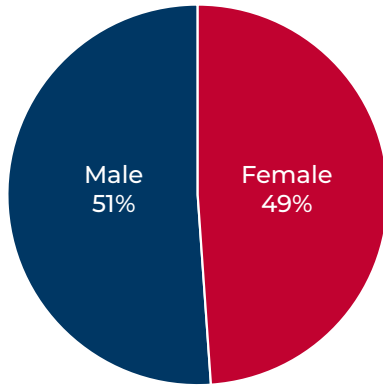
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2022 RACE DEMOGRAPHICS

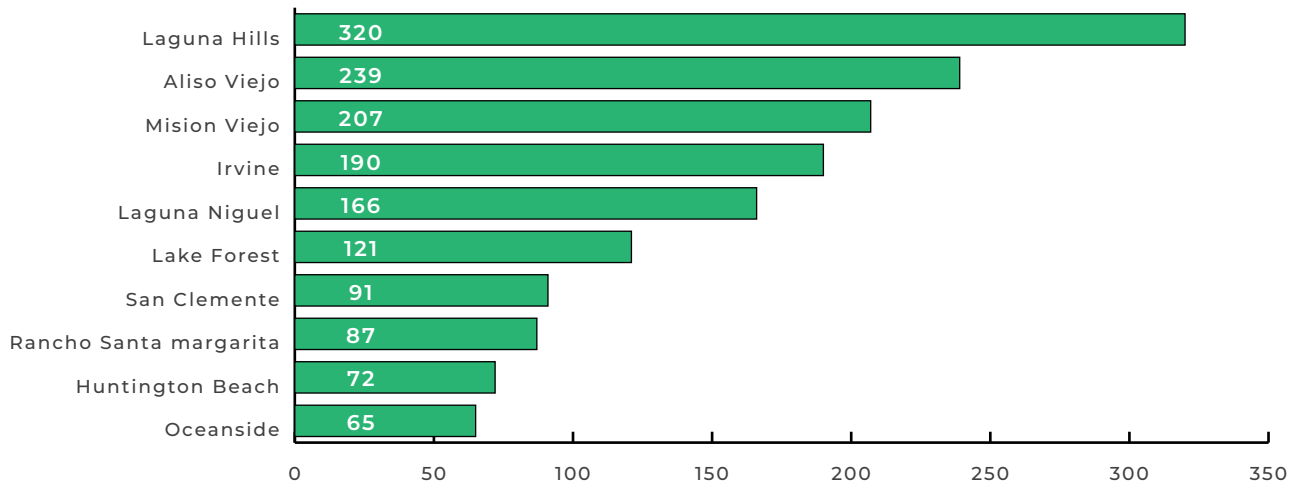
Average age	37
Median age	38
Oldest	85
Youngest	1

PARTICIPATION BY COMPETITION

PARTICIPATION BY GENDER



PARTICIPATION BY TOP CITIES



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SPONSORSHIP LEVELS

	Presenting Sponsor EXCLUSIVE	5K & 10K Run/Walk Sponsor EXCLUSIVE	Family Expo Sponsor EXCLUSIVE	Kids Title Sponsor EXCLUSIVE	Stars & Stripes Sponsor
Investment	\$25,000	\$8,000	\$8,000	\$5,000	\$2,500*
Name/logo listed below event title	YES	—	—	—	—
Race Day PA Announcements	YES	YES	YES	YES	YES
Name/logo on t-shirts	T-shirt (front)	T-shirt (back)	T-shirt (back)	Kid's T-shirt (back)	T-shirt (back)
Sponsor's message listed on race website	YES	YES	YES	YES	—
Name/logo/link listed on event website	YES	YES	YES	YES	YES
Family Expo Booth Space	YES (10'x20')	YES (10'x20')	YES (10'x20')	YES (10'x20')	YES (10'x20')
Banner at event	Start/Finish Line	Company Supplied	Expo Entrance	Company Supplied	—
Comp. race entries	25	15	15	10	3

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Race Bib - Half Marathon, 5K & 10K Your company name on all participant bibs	\$2,500
Water Station Cheer on thirsty runners and promote your company's community involvement. We provide the table and supplies. You are welcome to hang your company banner	\$500
Mile Marker Your company logo on the mile marker of your choice (based on availability)	\$500
Family Expo Booth (see Family Expo Form)	\$350
Product Partner (in-trade value) We happily accept in-trade product and will list your company name on event website and provide 10'x10' booth space	in-trade

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FAMILY EXPO FORM

Yes! My company would like to support the City of Laguna Hills Memorial Day Half Marathon, 5K & 10K, Kids Run & Diaper Dash Honoring the USMC Corps Dark Horse Battalion by sponsoring at the following level:

<input type="checkbox"/> Presenting Sponsor	\$25,000
<input type="checkbox"/> 5K & 10K Sponsor	\$8,000
<input type="checkbox"/> Family Expo Sponsor	\$8,000
<input type="checkbox"/> Kids Title Sponsor	\$5,000
<input type="checkbox"/> Stars and Stripes Sponsor	\$2,500

<input type="checkbox"/> Race Bib	\$2,500
<input type="checkbox"/> Water Station	\$500
<input type="checkbox"/> Mile Marker	\$500
<input type="checkbox"/> Family Expo Booth	\$350
<input type="checkbox"/> Non-profit Booth	\$175
<input type="checkbox"/> Product Partner	In-trade

Company Name: _____
 Product/Service: _____
 Address: _____
 City/State/Zip: _____
 Contact Name: _____
 E-mail/Phone: _____

PAYMENT

Enclosed is my check for \$ _____

Please make check payable to the City of Laguna Hills (Tax ID # 33-0490460) and mail payment to:

Spectrum Sports Management
2058 N. Mills Ave. #454, Claremont, CA 91711

By Credit Card
We will email you an invoice to pay online.

My company does not wish to be a sponsor or underwrite an event category, but please accept my donation in the amount of \$ _____



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FAMILY EXPO WAIVER

TERMS AND CONDITIONS

The City of Laguna Hills Memorial Day Half Marathon, 5K & 10K, Kids Run & Diaper Dash (hereafter called the Management) and the exhibitor agree that all displays will be fully set-up by Monday, May 27 by 6:30 a.m. and cleaned-up by Monday, May 27 by 1:00 p.m. Expo set up is available starting Sunday May 26 at noon.

Vendors may not arrive before this time. Management is not responsible for any losses during set-up and expo hours. All booth materials, literature/products, etc shall be removed from the Laguna Hills Community Center (hereafter called LHCC) by 1:00 p.m. on Monday, May 27. Items left behind will be discarded and you will be charged a \$35.00 cleanup fee.

The exhibitor agrees:

- To have booth open and staffed during all expo hours.
- Displays will not visually, physically, audioally disturb aisles or adjacent exhibitors.
- Not to make any undue noise or odor, use bright or hazardous lights, cause damage to the building or booth equipment or act in any manner deemed inappropriate by management.
- Agrees not to sublet space or exhibit any merchandise other than that specified on the front of this contract without permission from Management.
- Conform to all Orange County Fire Department Rules and Regulations and those of the Laguna Hills Community Center.
- Electrical wiring/installation shall be done only by the electrical contractor approved by Management.
- All booth material (literature/products/etc) shall be approved by Management prior to event. Any item not approved will be removed.
- No exhibitor shall have authority to incur costs or liability against the Management or the LHCC. Exhibitor shall be liable for all damages which he/she may cause to the property, or otherwise in connection with exhibit.
- To carry the necessary workman's comprehensive liability insurance and any other insurance required by the State of California.
- A certificate of Insurance may be required to be shown.
- Assumes all responsibility for loss, theft, or destruction of goods or for personal injuries to himself/herself, his/her employees, agents, representatives, or visitors and will save harmless Management from any and all liability in connection with any and all of the above.
- Assumes entire responsibility and liability for losses, damage and claims arising out of injury to persons or damage to exhibitor's displays, equipment or other property brought upon the premises of LHCC and agrees to indemnify, defend and hold harmless to group, LHCC and its owners, agents and employees against all claims or expense for such losses, including reasonable attorney's fees, arising out of the use of the LHCC premises excluding liability caused by the negligence of the group or the LHCC or its owners, agents and employees.
- Understands that neither the management nor the LHCC maintain insurance covering the exhibitors property or lost revenue and it is the sole responsibility of the exhibitor to obtain such insurance.
- Food vendors, activity vendors, and some others will name the City of Laguna Hills and Spectrum Sports Management as additionally insured. Verify with Management your specific requirements.
- Management reserves the right to reject or refuse any exhibit.
- Space assignments are subject to change.
- Violation of Terms and Conditions may result in forfeiture of space.
- No refunds will be made to exhibitor who fails to occupy space.

Food Exhibitors/Samples:

In addition to the above, vendors selling or providing food samples agree to comply within Exhibitor agrees to meet the deadlines and regulations of the Orange County Health Agency. You must provide all information requested by May 8, 2024 and understand if not provided by date requested exhibit space will be forfeited without refund.

Vendor Signature: _____ Date: _____

Company Name: _____

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