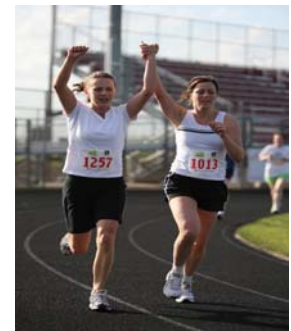


*Second Annual*



## 2009 Sponsorship Packet



## **SPONSOR INFORMATION**

**MAPLE GROVE HALF MARATHON & 5k**  
**Saturday, May 16, 2009**  
**7:30 AM**  
**Maple Grove High School Stadium**



### **What is the Maple Grove Half Marathon & 5K?**

Now in its second year, the event consists of two running/walking race distances: half marathon (13.1 miles) and 5K (3.1 miles). Both courses are in Maple Grove and start and finish at the Maple Grove High School Stadium.

The Maple Grove Half Marathon and 5K is the only event of its kind in Maple Grove. The mid-May date for the event was selected to coincide with the typical training program for participants in Grandma's Marathon, held in Duluth in late June.

The first year of the event was a smashing success, with over 1,000 registrants! The weather was perfect on race day, and all who participated had a great time. Runners loved the courses, the shirts, and the giveaways.

In 2009, we will be capping the event at 1000 participants. We fully expect to reach capacity shortly after registration opens on January 1 of 2009.



### **Why sponsor the Maple Grove Half Marathon & 5K?**

Support a great cause! Proceeds from this event will be used to support the charitable activities of the Maple Grove Lions Club, a service organization affiliated with Lions International. Lions International is one of the world's largest service organizations, with 1.3 million members in over 200 countries and geographic areas. A key charitable focus of Lions Clubs is working to end preventable blindness. Through their SightFirst Initiative, Lions International has restored sight to 7.3 million people through support of cataract surgeries, and prevented serious vision loss for an additional 20 million people.

The Maple Grove Lions Club shares the mission of Lions International in working to end preventable blindness. Their charitable activities include support of the Minnesota Lions Eye Bank, the Lions SightFirst Program, and Leader Dogs for the Blind. As part of Lions RECYCLE for Sight, Maple

Grove Lions provide used eyeglass collection points at four locations in Maple Grove. Collected eyeglasses are donated to those who cannot afford eyeglasses.

In addition to supporting the Maple Grove Lions Club, benefits include complimentary and discounted entries for your employees and an invitation to a thank-you banquet a few days before the race. The location and date of the banquet are yet to be determined.



### **How will my company be promoted?**

We offer four levels of sponsorship based on financial contribution per the table on the next page. Your company name and logo can be included on our event website, t-shirts, promotional materials, and on-site at the event. We offer opportunities to contribute company items to the runner giveaway bags, and donate door prizes which will be announced over the loudspeaker on race day. For Silver Level Sponsors and above, we offer the opportunity to host a booth at the stadium on race day.

Questions can be directed to [info@maplegrovehalfmarathon.com](mailto:info@maplegrovehalfmarathon.com).

Lions Clubs International (LCI) is a public, nonprofit, tax-exempt corporation as described in Section 501 (c) (3) of the US Internal Revenue Code of 1954. Tax ID 23-7270906.

Sponsor checks should be made out to Maple Grove Lions and sent to:

Maple Grove Half Marathon and 5K  
P.O. Box 1202  
Maple Grove, MN 55311

The deadline for 2009 sponsorships is March 1, 2009. Please contact the race directors via email to discuss sponsorship opportunities.

## 2009 Maple Grove Half Marathon and 5K Sponsorship Benefits Chart

Sponsorship Level -	Title	Gold	Silver	Bronze
	\$2,500	\$1000-\$2499	\$500-\$999	\$100-\$499
<b>Logo/Name Visibility</b>				
Finish Banner	✓			
Runner Bibs (1,000)	✓			
Event Homepage (with link)	✓	✓		
Company Signage at Stadium	✓	✓		
Industry Exclusivity	✓	✓		
Back of T-Shirts	✓	✓	✓	
Printed Materials	✓	✓	✓	
"Event Sponsors" Web Page	✓	✓	✓	✓
<b>Your Company Materials</b>				
Booth At Event	✓	✓	✓	
Runner Bag Contents (1,000)	✓	✓	✓	✓
<b>Race Entries &amp; Banquet</b>				
5 Complimentary Race Entries	✓			
2 Complimentary Race Entries	✓	✓	✓	
25% Off Race Entries for Employees	✓	✓	✓	
Invitations to Event Banquet (4)	✓	✓	✓	✓

## 2008 Maple Grove Half Marathon and 5K Participant Statistics

Half marathon registrants: 736    5K registrants: 300  
 Males: 389  
 Females: 647  
 Average age: 35.9 years  
 City of Residence:    Maple Grove    30.4%  
                                  Minneapolis    8.8%  
                                  Plymouth    7.2%  
                                  Brooklyn Park    4.5%  
                                  Others    49.1%