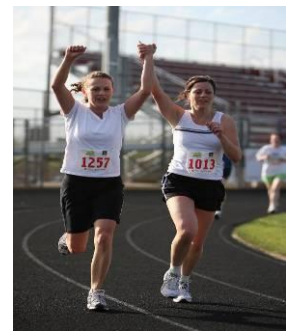


Fourth Annual



2011 Sponsorship Packet



SPONSOR INFORMATION

MAPLE GROVE HALF MARATHON & 5k

Saturday, May 14, 2011

7:30 AM

Maple Grove High School Stadium



What is the Maple Grove Half Marathon & 5K?

Now in its fourth 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. In 2009, we added a 2-person half marathon relay and expanded that in 2010. In 2011, we plan to expand the overall size of the event by about 10% including further expansion of the popular relay.

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 ('08) was a smashing success, with over 1,000 registrants! The weather was perfect on race day, and all who participated had a great time.

We pride ourselves on putting on a great event for the participants to keep them coming back year after year. The runners have loved the courses, the shirts and the giveaways.

The event filled to capacity early in both 2009 & 2010. In 2011, we will be capping the event at 1180 participants. We fully expect to reach capacity shortly after registration opens on January 1 of 2011.



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 Sight First 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 Sight First Program, Leader Dogs for the Blind.

The Maple Grove Lions also support local citizens in need, high school sporting teams, food shelves and other organizations. The club provides many college scholarships for local graduating seniors.

The Maple Grove Lions work actively within the area donating money and time to further our community and make it a better place to live and work. If you know of a worthy cause within the local area that could use the support of the Maple Grove Lions, please contact us. The Maple Grove Lions are always looking for civic-minded individuals to become members.

Sponsorship Benefits

In addition to supporting the Maple Grove Lions Club, benefits of race sponsorship 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 will be announced in mid April.



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 kcpengelly@aol.com or 763-493-3378
Sponsor checks should be made out to Maple Grove Lions and sent to:

Maple Grove Half Marathon and 5K
c/o Chase Youngblood – MG Lions treasurer
7835 Main Street North, Suite 220
Maple Grove, MN 55369

The deadline for 2011 sponsorships is March 1, 2011. Please contact the race directors via email to discuss sponsorship opportunities.

Note: The Maple Grove Lions is a 501C(4) organization. Contributions or gifts are not tax deductible as charitable contributions. Funds raised will be used to offset race expenses prior to charitable use.

2011 Maple Grove Half Marathon and 5K Sponsorship Benefits Chart

Sponsorship Level -	Title	Gold	Silver	Bronze
	\$2,500 and up	\$1000-\$2499	\$500-\$999	\$100-\$499
Logo/Name Visibility				
Finish Banner	√			
Event Homepage (with link)	√	√	√	
Company Signage at Stadium	√	√		
Industry Exclusivity	√	√		
Back of T-Shirts	√	√	√	
Printed Materials	√	√	√	
“Event Sponsors” Web Page	√	√	√	√
Your Company Materials				
Booth At Event	√	√	√	
Runner Bag Contents (1,200)	√	√	√	√
Race Entries & Banquet				
10 Complimentary Race Entries	√			
5 Complimentary Race Entries		√		
2 Complimentary Race Entries			√	
Invitations to Event Banquet (4)	√	√	√	√

2010 Maple Grove Half Marathon and 5K Participant Statistics

Half marathon registrants: 696 5K registrants: 257 Relay registrants: 60
 Males: 376 (36%)
 Females: 666 (64%)
 Average age: 36.5 years
 City of Residence: Maple Grove 32%
 Brooklyn Park 5%
 Champlin 4%
 Plymouth 4%
 Minneapolis 4%
 Rogers 4%
 Others 47%

The following page is a mini-poster for sponsors to display in a store window:

We are a Proud Sponsor of:



4th Annual Event
Saturday, May 14, 2011 7:30 AM
Maple Grove High School Stadium

For details:
MapleGroveHalfMarathon.com