



THE
5K/1K

ARLING DASH

Celebrating the *Heart of Devaughn*
8am Sunday, February 26, 2012
Sweetwater Country Club; Sugar Land, Texas



REGISTER ONLINE AT
WWW.ASONEFOUNDATION.ORG



Celebrating the Heart of Devaughn



Celebrating

In the Merriam Webster dictionary “celebrate” means to *perform publicly as in a ceremony; to honor as a holiday; to mark by festivities as an anniversary; to hold up or play up for public notice.* The ENTIRE public

is invited to slip on your running/walking shoes and join in a festive, family-friendly, feel-good FUNdraiser for a good cause. The Darling Dash is a celebration of fitness, family and fun for ALL!

The Heart

As vital as our hearts are to us, so is the As One Foundation to the young people we serve. Our core values are Athletics, Education and Spiritual Enrichment. The heart of the matter for the As One Foundation is our VISION that *youth thrive with strong hearts, minds, bodies and souls, having the courage to unlock & unleash their full potential.* The American Heart Association says heart disease is America’s number 1 killer and physical fitness is excellent prevention. So that means for all intents and purposes – the Darling Dash is GOOD FOR THE HEART!

...of Devaughn

Devaughn Stephen Darling, the younger twin of the identical pair shared a bond with his brother, Devard that even death would not break. Their closeness would fool their own mother, as she did not know she was carrying twins until their birth – her doctor had been hearing two hearts beating AS ONE. Some 18 years later on Monday morning, February 26, 2001 Devaughn’s heart would stop beating forever during spring football practice at Florida State University. Now through every heart of Darling Dash participants Devaughn’s heart beats again and his legacy exists in every young person the As One Foundation helps unlock and unleash their full potential through athletics, education and spiritual enrichment. The As One Foundation was established to honor his memory and fulfill the twins’ shared dream to give back to young people.

Benefits of Sponsorship

On-Site	On-Site Brand Related	Off-Site Brand Related
Employee Participation	Naming rights	Inclusion in:
Hospitality Opportunities	Official Product/Service Status	Pre/post event media buys
Athlete/Celebrity	Environmental signage	Event Promotional Pieces
Appearances	On-site booth/kiosk	Pre-event collateral material
Distribution of promo items	Gift bag inclusion	Direct mail (insert)
Data collection	Staff apparel	In-store activity signage
Use of marks and logos	Giveaway with logo	Link from event website
Use of images/photography	Sponsor presentation	
	Mentions/Announcements	

Darling Dash Audience Demographic Profile

<u>Gender</u>	<u>Age</u>	25 – 34 years 34%	<u>Median Age</u> 30
Female 59%	0 – 17 years 20%	35 – 49 years 23%	
Male 41%	18 – 24 years 9%	50+ years 14%	

The Darling Dash audience is a captive cross section of consumers of goods and services.

Benefactor: The As One Foundation 501c3

Website: www.AsOneFoundation.org



Event Name: 2nd Annual Darling Dash 5k /1k Family Fun Run/Walk: *Celebrating the Heart of Devaughn*

Race Day: Sunday, February 26, 2012

Location: Sweetwater Country Club, 4400 Palm Royale Boulevard; Sugar Land, TX 77479

Race Time: 8am

Participants: 500

Race Status: Open and promoted to the general public

Teams: Sponsor and community groups are welcomed

Promotional: Pre-arranged ONLY merchandise/product samplings/giveaway

Race Director: Tomia Austin, Tomia@AsOneFoundation.org, 914-625-8712

Race Day Director: Lara Allen, President, Bayou City Road Runners,

Race Day Consultant: Mike Mangan

As One Foundation President: Devard Darling

Sponsorship Levels:

Title Sponsor: \$15,000

Presenting Sponsor: \$10,000

Major Sponsor: \$5,000

Supporting Sponsor: \$1,000

Booth Sponsor \$500

In-kind: Value (in-kind needs include signage, media, bags, race numbers, beverages, fruit, health bars, t-shirts, prizes, rentals, printing, in quantities of 600 or more.)



Title Sponsor - \$15,000

- Recognition as the Title Sponsor in all media releases
- Exposure to over 500 participants
- Logo included on 5,000 piece printed distribution
- Inclusion in print and digital promotional communications
- 12 month logo inclusion with hyperlink on website
- Prominent logo placement at event
- Name and logo placement on participant/staff T-shirt FRONT
- Radio & Television promotion opportunity
- Company name & logo on all race route signage
- Company banner at start/finish & registration area (provided by sponsor)
- Opportunity to speak during awards ceremony
- Ability to offer merchandise/product samplings/giveaway from prominent location (must provide tent, table & chairs at discretion)
- Verbal recognition during awards ceremony
- Inclusion of sponsor literature, coupons, etc. in gift bag in quantities of 500+
- Photo opportunity with celebrity/VIP guest
- Commemorative award recognizing sponsor support level
- 20 Complimentary registrations & t-shirts
- Attendee List

Major Sponsor - \$5,000

- Recognition as the Major Sponsor in media releases
- Exposure to over 500 participants
- Inclusion in print and digital promotional communications
- 12 month logo inclusion with hyperlink on website
- Logo placement on participant/staff T-shirt Back
- Radio & Television promotion mention
- Company name & logo on Sponsor Banner
- Ability to offer merchandise/product samplings/giveaway from prominent location (must provide tent, table & chairs at discretion)
- Verbal recognition during awards ceremony
- Inclusion of sponsor literature, coupons, etc. in gift bag in quantities of 500+
- Photo opportunity with celebrity/VIP guest
- Commemorative award recognizing sponsor support level
- 5 Complimentary registrations & t-shirts

Presenting Sponsor - \$10,000

- Recognition as the Presenter in media releases
- Exposure to over 500 participants
- Logo included on 5,000 piece printed distribution
- Inclusion in print and digital promotional communications
- 12 month logo inclusion with hyperlink on website
- Prominent logo placement at event
- Name and logo premium placement on participant/staff T-shirt Back
- Radio & Television promotion mention
- Company name & logo on Sponsor Banner
- Opportunity to speak during awards ceremony
- Ability to offer merchandise/product samplings/giveaway from prominent location (must provide tent, table & chairs at discretion)
- Verbal recognition during awards ceremony
- Inclusion of sponsor literature, coupons, etc. in gift bag in quantities of 500+
- Photo opportunity with celebrity/VIP guest
- Commemorative award recognizing sponsor support level
- 10 Complimentary registrations & t-shirts

Supporting Sponsorship - \$1000

- Exposure to over 500 participants
- Logo placement on participant/staff T-shirt Back
- Media promotion mentions
- Company name & logo on Sponsor Banner
- Ability to offer merchandise/product samplings/giveaway from prominent location (must provide tent, table & chairs at discretion)
- Verbal recognition during awards ceremony
- Inclusion of sponsor literature, coupons, etc. in gift bag in quantities of 500+
- Photo opportunity with celebrity/VIP guest
- Commemorative award recognizing sponsor support level
- 2 Complimentary registrations & t-shirts

Booth Sponsorship - \$500

- Ability to offer merchandise/product samplings/giveaway from prominent location (must provide tent, table & chairs at discretion)
- Inclusion of sponsor literature, coupons, etc. in gift bag in quantities of 500+

SPONSORSHIP RESERVATION FORM

Yes! I/We will sponsor the 2nd Annual Darling Dash 5k & 1k Family Fun Run/Walk.

Print your company/organization information



Name of Company/ Organization

(Contact Person) First Name

Last Name

Mailing Address

City

State

Zip

Phone

Email

- | | | | |
|---|----------|---|---------|
| <input type="checkbox"/> Title Sponsorship | \$15,000 | <input type="checkbox"/> Supporting Sponsorship | \$1000 |
| <input type="checkbox"/> Presenting Sponsorship | \$10,000 | <input type="checkbox"/> Booth Sponsorship | \$500 |
| <input type="checkbox"/> Major Sponsorship | \$5,000 | <input type="checkbox"/> In-kind (value) | \$_____ |

In-kind item description: _____

Please make your check payable to: As One Foundation and attach to this sponsorship form and mail to 6725 South Fry Road, Suite 700 #296; Katy, Texas 77494.

Your contribution to the As One Foundation is tax deductible to the full extent of the law.

Sponsor Benefits Summary see attached page for full benefits	Title Sponsor \$15000	Presenting Sponsor \$10,000	Major Sponsor \$5,000	Supporting Sponsor \$1,000	Booth Sponsor \$500	In-kind Sponsor VALUE
Main billing as Title sponsor, i.e. "Your Company 2 nd Annual Darling Dash 5K Run/Walk and attendee list	X					
Logo included on 5,000 piece printed distribution	X	X				
Ability to promote product / service at the 2012 Darling Dash 5K Run/Walk	X	X	X		X	Based on value
Promotional item for participant bag in quantities of 500+	X	X	X	X		Based on value
Logo printed on 2012 Darling Dash 5K Run/Walk T-shirt	FRONT	Back Center Large	Back Medium	Back Small		Based on value
2012 Darling Dash 5K Run/Walk admissions & T-shirts	20	10	5	2		Based on value

You will receive a letter and receipt documenting your contribution.

Team/Group Registration Form

Yes! Sign us up for a team in the 2nd Annual Darling Dash 5k & 1k Family Fun Run/Walk.



Print your company/organization information

Name of Company/Organization (as it should be listed on race materials)

Team Captain First Name Last Name

Mailing Address Suite

City State Zipcode

Telephone # Alternate # Email

TEAM INFORMATION
Print additional copies as necessary

	FIRST NAME	LAST NAME	EMAIL	T-SHIRT S,M,L,XL,XXL
1.	_____	_____	_____	_____
2.	_____	_____	_____	_____
3.	_____	_____	_____	_____
4.	_____	_____	_____	_____
5.	_____	_____	_____	_____
6.	_____	_____	_____	_____
7.	_____	_____	_____	_____
8.	_____	_____	_____	_____
9.	_____	_____	_____	_____
10.	_____	_____	_____	_____

TOTAL FUNDS DUE (\$25 x # of Team/Group Members) _____

