



We Run Our Community's Kids

Sponsorship Opportunities 2020-2021 Running Season



©2012 Student Runners of Orange County Inc., D.B.A. We Run Our Community's Kids
501(c)(3) Tax-exempt organization - WeROCK TaxID # 80-0209885
Contact: Andrea Kooiman 949/510-3001 CoachK@WeRunOCKids.org



The Mission of WeROCK

We Run Our Community's Kids is a nonprofit, public-service corporation that provides after-school intervention programs for Middle and High School students that can attend regular practice at our specified training locations.

Based on the idea that life is like a Marathon, the mission of We ROCK is to teach our community's teenagers the important life skills of goal setting, self-reliance, discipline and self-confidence through the design and delivery of instructional programs focused on the proper training for, and completion of, a marathon.



The Vision of WeROCK

As an organization, We Run Our Community's Kids is committed to providing:

- *Education* and ongoing exposure to the most up to date health, nutrition, and physical fitness information available via the latest in medical research.
- *Training* for our runners, staff, and volunteers to ensure that our participants carry these life lessons with them into, and throughout, adulthood.
- *Support* for our teams by involving the families and community members of the participants in the training, mentoring and motivation of our runners.
- *Encouragement* to empower our youth to accomplish goals well beyond the scope of a 26.2-mile run.



ULTRA DISTANCE SPONSOR

SPONSORSHIP INVESTMENT: \$10,000

- Name and logo added to the WeROCK website in our Sponsorship area
- Name and logo added to WeROCK training tech (Art deadline 10/5/20)
- Name and logo added to WeROCK Qualifier tech (Art deadline 3/1/21)
- Name and logo added to WeROCK Area 21 shirt (Art deadline 4/1/21)
- Your company banner that will be displayed at all races we attend (you supply banner)
- Booth space at the WeROCK Qualifier Event
- Insert in the WeROCK Qualifier goodie bag
- Inclusion in post season e-mail recap
- Facebook & Social Media mentions throughout the season

MARATHON DISTANCE SPONSOR

SPONSORSHIP INVESTMENT: \$5,000

- Name and logo added to the WeROCK website in our Sponsorship area
- Name and logo added to WeROCK Qualifier tech (Art deadline 3/1/21)
- Name and logo added to WeROCK Area 21 shirt (Art deadline 4/1/21)
- Your company banner that will be displayed at all races we attend (you supply banner)
- Booth space at the WeROCK Qualifier Event
- Insert in the WeROCK Qualifier goodie bag
- Inclusion in post season e-mail recap
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HALF MARATHON DISTANCE SPONSOR

SPONSORSHIP INVESTMENT: \$2,500

- Name and logo added to the WeROCK website in our Sponsorship area
- Name and logo added to WeROCK Area 21 shirt (Art deadline 4/1/21)
- Your company banner that will be displayed at all races we attend (you supply banner)
- Inclusion in post season e-mail recap
- Facebook & Social Media mentions throughout the season



10K DISTANCE SPONSOR

SPONSORSHIP INVESTMENT: \$1000

- Name and logo added to the WeROCK website in our Sponsorship area
- Your company banner that will be displayed at all races we attend (you supply banner)
- Inclusion in post season e-mail recap
- Facebook & Social Media mentions throughout the season

5K DISTANCE SPONSOR

SPONSORSHIP INVESTMENT: \$500

- Name and logo added to the WeROCK website in our Sponsorship area
- Facebook & Social Media mentions throughout the season

RUNNING SPONSOR

IN KIND DONATIONS: VALUE \$250 USABLE MERCHANDISE

- Name and logo added to the WeROCK website in our Sponsorship area
- Facebook & Social Media mentions throughout the season

**Trade or in-kind value must be a budgetary item or service necessary to WeROCK production. The value of any promotional items will be considered at WeROCK's discretion.*



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2020-2021 Season Races

October 24, 2020 – WeROCK Virtual Halloween 5K / 125 Participants

November 21, 2020 – WeROCK Virtual Turkey Trot 5K / 125 Participants

December 12, 2020 – WeROCK Virtual Santa Run 10K / 125 Participants

January 9, 2021 – WeROCK Virtual New Year 10K / 125 Participants

February 7, 2021 – Surf City Half Marathon / 20,000 Participants

<https://www.motivrunning.com/run-surf-city/>

March 20, 2021 – WeROCK $\frac{3}{4}$ & $\frac{1}{4}$ Marathon / 250 Participants

WeROCK Signature Event – Link coming soon!

April 3, 2021 – WeROCK Virtual Trail 5K – 150 Participants

May 2, 2021 – Orange County Marathon & Half / 15,000 Participants

<http://www.ocmarathon.com/>

