



NEW GLOBALTM ADVENTURES

SPONSORSHIP



Event: Arts Run Santa Clarita
Event Date: April 10, 2021

INTRODUCTION

The annual Arts Run in the Santa Clarita Valley is to celebrate the arts, create awareness and raise funds for local arts organizations. A creative and fun run/walk with art performances, activities, and displays throughout the run while supporting your community Arts. Participants will experience live music, singing, painting, dance, acting and more fun activities while you run/walk the 10K, 5K, or Kids Dash at the Valencia Heritage Park and Santa Clarita paseos.

WHY AN ARTS RUN?

Our mission is to create a fun, family friendly event that raises awareness of the role the Arts play in the physical and mental health of individuals and the community as a whole. The event will focus on the concept of health and fitness for the whole person, the mind/body connection, and the value of arts and fitness participation as a healing, regenerative forces in an individual's life. It will also raise funds to support the work of local non-profit arts organizations. Often overlooked in the giving of larger institutions and fund raising efforts, these smaller organizations serve as vital "nutrients" to individuals and communities by providing access and opportunity to under-served populations. Our event is the first in our community to focus on the arts/health connection and provide support for small community based non-profit arts organizations.



KIDS DASH AND ART

In addition to the adult race, kids can take on their own run with arts "obstacles" to navigate in a fun course designed just for them. This is a great way to get kids off the couch and active, nothing inspires them more than seeing their parents as a role model pushing themselves to be better!

SCHEDULE & LOCATION

Race day is on **Saturday, April 10, 2021** with activities starting at 6:00 AM for participant check-in, the race will start at 8:00 AM with the Kids Dash going first followed by the 10K and 5K distances. The event staging area will be located **Valencia Heritage Park**. The race will utilize the park and connecting paseo pathways going along the San Francisquito Creek and Santa Clara river. Check the website for full details: <https://scvartsrun.org>

RESPONSIBLE LAND USE

We are committed to ensure the locations used are not damaged and are left in the same condition if not better than they were when we arrive. This means the staging area, course, stations, check-in locations will be fully cleaned up and leave no environmental impact after the event is complete.

This document provides an overview of the benefits sponsors receive, event details, and sponsorship participation options. Please take a few moments to read through and consider sponsoring the Arts Run of Santa Clarita.

If you have any questions or would like additional information please feel free to contact us.

Get Creative, Be Healthy, Have Fun,

The SCV Arts Run Team

run@scvartsrun.org

SPONSORSHIP BENEFITS

Sponsors enjoy the great benefit of receiving increased exposure of their business, products, and brand by reaching a very targeted affluent audience of consumers. The Arts Run attracts a variety of participants from casual to athletic runners, fitness, health and arts enthusiasts, and families all coming from within the local community of Santa Clarita, Antelope Valley, greater Southern California communities. By becoming a partnering sponsor your business, products, and brand will have a strong presence at the event providing a direct connection with participants, volunteers, and spectators.

TARGET AUDIENCE

- Local and regional California residents
- Value Active and healthy lifestyle
- Artists and Families
- Successful careers, business owners, and home owners
- Actively engaged with the community

BENEFITS INCLUDE

- Brand and/or product prominently placed at event
- Logo and link placement on event website, email campaigns, and social media channels
- Goodie bag inserts of promotional material and/or samples
- Logo placement on event materials such as t-shirts, goodie bag, bib, etc
- Logo placement in volunteer's handbook
- Space for a booth presence at the event festival
- Exposure to local and regional athletes, runners, and volunteers
- Announcements during the event
- Press and media exposure to local and regional news including The Signal, KHTS Radio, and SCVTV
- Press and media exposure to targeted running sources including magazines, blogs, event calendars, social media and online running communities

FREE RACE PHOTOS

The real marketing advantage comes from the FREE race photos. There will be photographers at the start/finish, on the course taking action photos of participants, at the photo wall, these photos are very popular as participants share on their social media, thus in turn spreading your brand even farther. Sponsors can use the photos in their own marketing to showcase their engagement with the community and making a difference.



"Art washes away from the soul the dust of every day life."
Pablo Picasso

SPONSORSHIP OPTIONS

Choose from the following sponsorship options to grow your business:

OPTION #1 - "ARTIST" - \$250

Have a booth presence at the race.

- Booth presence at race check-in, start/finish & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, handbooks, emails, social media channels
- Discount on company team (10 or more)

OPTION #2 - "BENEFACTOR" - \$300*

Sponsor an Aid Station to provide participants supplies at stations.

- Acknowledgment of your support online and throughout the event
- Booth presence at race check-in, start/finish & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, handbooks, emails, social media channels
- Discount on company team (10 or more)

OPTION #3 - "SET DESIGNER" - \$350

Barricade Banner Sponsor: Custom banner with logo on barricade fence

- Custom double sided banner on two barricades
- Acknowledgment of your support online and throughout the event
- Booth presence at race check-in, start/finish & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, handbooks, emails, social media channels
- Discount on company team (10 or more)
- Complementary race entry

OPTION #4 - "PROP MASTER" - \$500

Goodie Bag Sponsor: your logo placed on custom race goodie bags.

- Logo on race goodie bag
- Acknowledgment of your support online and throughout the event
- Booth presence at race check-in, start/finish & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, handbooks, emails, social media channels
- Discount on company team (10 or more)
- Complementary race entry x 2

OPTION #5 - "COSTUME DESIGNER" - \$750*

Bib Sponsor: your logo placed on race bibs that are worn by all participants. (Limited to 1 sponsor)

- Logo on race bib
- Acknowledgment of your support online and throughout the event
- Booth presence at race start/finish & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, handbooks, printed materials, emails, social media channels
- Discount on company team (10 or more)
- Complementary race entry x 3

OPTION #6 - "PATRON" - \$750

Finisher Medal Ribbon Sponsor: your logo on finisher medal ribbon. (Limited to 1 sponsor)

- Logo on finisher medal ribbon
- Acknowledgment of your support online and throughout the event
- Booth presence at race start/finish & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, handbooks, printed materials, emails, social media channels
- Discount on company team (10 or more)
- Complementary race entry x 3

**Noted sponsor items do not provide charitable tax deduction.*



SPONSORSHIP OPTIONS

OPTION #7 - "DIRECTOR/COMPOSER" - \$1000

Sponsor an art activity on the course with your logo or banners at the location.

- Have logo placed on activity and/or banner next to an activity that is "presented by" you
- Acknowledgment of your support online and throughout the event
- Booth presence at race check-in, start/finish & recovery zone
- Logo on participant and volunteer shirts
- Provide inserts or samples for goodie bag
- Logo/link on website, handbooks, printed materials, emails, social media channels
- Discount on company team (10 or more)
- Complementary race entry x 5



OPTION #8 - "AT THE OSCARS" - \$3500

Top Prize Charity Donation Sponsor: Present 1st place winners prize tickets for 2 to a performance at the local theater. (Limited to 1 sponsor)

- Prize certificates with company logo and presented by...
- Recognition of sponsor when awarding prizes
- Acknowledgment of your support online and throughout the event
- Logo on participant and volunteer shirts
- Booth presence at race check-in, start/finish & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, handbooks, printed materials, emails, social media channels
- Discount on company team (10 or more)
- Complementary race entry x 10



OPTION #9 - "PRODUCER/TITLE SPONSOR" - MARKET PRICE

Full title placement with event, contact us for pricing. (Limited to 1 sponsor)

MUST SIGN UP EARLY TO ENSURE LOGO PLACEMENTS

- Have "Presented by Your Company (or brand)" added with race name and logo
- Acknowledgment of your support online and throughout the event
- Booth presence at race check-in, start/finish & recovery zone
- Provide inserts or samples for goodie bag
- Logo on shirts, bags, website, handbooks, printed materials, emails, social media channels
- Complementary race entry x 10



OPTION #10 - "CREW" IN-KIND DONATION SPONSOR

Provide the event with products or services valued at **\$250 or greater** that is usable at the event in exchange for sponsor support you will have a presence at the event.

PROVIDE ANY ONE OR COMBINATION OF THE FOLLOWING:

- Bottled water, sports or recovery drink (coconut water or chocolate milk)
- Energy gels or bars
- Electrolyte tablets
- Refueling food (fruit, veggies, bagels, snacks, candy, etc.)
- Specialty finish line treats (ice cream, cup cakes, pizza, egg rolls, quesadillas, etc.)
- Race day meals for volunteers and staff
- Printing services
- Photography/videography services
- Medical first-aid volunteer personnel
- Raffle merchandise and goodies for volunteer training
- Prize merchandise, services, and goodies for top finishers

YOU WILL RECEIVE:

- Acknowledgment of your support online and throughout the event
- Booth presence at race check-in, start/finish & recovery zone
- Provide inserts or samples for runner goodie bag
- Logo/link on website, handbook, emails, social media channels



Note: sponsors are responsible for bringing their own booth and items to the event. Generator power will be available if needed.

PRIZES & GIVE AWAYS

RUNNER PRIZES

At each race, in addition to giving all the runners a finisher medal, we honor the top finishers with a special prize goodie bag that contains items put together for the race, as well as goodies from our vendors and sponsors. This is a great way to recognize the top finishers and give them nice prize goodies from your business, it can be general swag, official merchandise, products, gift certificates, cash, or services. We encourage all sponsors to provide something a little extra for the top finishers to help make it a more memorable race experience!

The Santa Clarita Arts Run has 3-distances, 10K, 5K, and Kids Dash, we recognize the top 3 finishers, male and female. The following shows the top finishers for each distance:

10K

1. 1st Place Male
2. 1st Place Female
3. 2nd Place Male
4. 2nd Place Female
5. 3rd Place Male
6. 3rd Place Female

5K

1. 1st Place Male
2. 1st Place Female
3. 2nd Place Male
4. 2nd Place Female
5. 3rd Place Male
6. 3rd Place Female

Kids Dash

1. 1st Place Boy
2. 1st Place Girl
3. 2nd Place Boy
4. 2nd Place Girl
5. 3rd Place Boy
6. 3rd Place Girl

As a sponsor you have 2 options available:

- Option 1: Provide prize items for the 1st place finishers only. **Total prize count: 6**
- Option 2: Provide prize items for top 3 male/female finishers. **Total prize count: 18**

VOLUNTEER GIVEAWAYS

These types of events would not be possible without the team of volunteers who take time out of their lives to help make this a great race experience. For every race we do a volunteer training luncheon 1-week before the race to help train them, meet the race crew, and answer any questions they may have. At these training luncheons, we will often do a raffle to give away various sponsor products, swag, and goodies to the volunteers as an extra thank you for coming out to volunteer at the race. We treat them like family and hope that we are able to create a great experience for the volunteers.

This is a great way to get your business brand and products in the hands of the race crew volunteers. On average we have 30+ volunteers. If you would like to contribute to the volunteer giveaways you can provide anywhere from 1 big ticket item to 30+ smaller items or anything in between. We can also have the option to sponsor the volunteer training luncheon, simply inquire with us for details. The choice is yours and we welcome the support to show appreciation to the awesome race crew volunteers!



"Running is the greatest metaphor for life, because you get out of it what you put into it."

Oprah Winfrey

SPONSORSHIP SIGN UP

NEXT STEPS

Ready to be a part of an awesome race experience at the Santa Clarita Arts Run?

We welcome your support and have made it easy to enroll in the sponsorship program. Simply go online to the URL below and complete the online form. Then we will get in touch with you with details and next steps.

Sponsorship Application: <https://scvartsrun.org/sponsor/>

Thank you for supporting the Santa Clarita Arts Run. We look forward to building a long term relationship with you that is mutually beneficial for both parties, for the participants, and the community.

GOT QUESTIONS?

For questions or additional details or to simply discuss alternative engagement options please feel free to contact us at run@scvartsrun.org, we'll work with you to make it a win-win partnership for everyone.



"Color provokes a psychic vibration. Color hides a power still unknown but real, which acts on every part of the human body."

Wassily Kandinsky

SPONSORSHIP SUPPORT

The mission of New Global Adventures, Forge Ahead Arts, and our partnering arts organizations cannot be realized without the support and partnership of local and national business community. Monetary contributions as well as in-kind product or service donations serve as the backbone to supporting these events. Many opportunities at various levels are available for your company to support the Santa Clarita Arts run, allowing you to maximize your return on investment, exposing your business, brand, and/or products to a targeted audience while shining as a positive community role model.

CREATING GREAT EXPERIENCES

At New Global Adventures we take great pride to create the best possible race experience for everyone that engages with it. Be it as a runner, spectator, volunteer, or community resident. We want runners to always have a great experience at every touch point, from the first point of engagement through our website or brand, at the race check-in, to running the course, stopping at an aid station, to crossing the finish line and receiving their hard earned medal. Every touch point is carefully thought out to ensure it is a positive experience that enhances the overall race experience.

Our goal is always to have participants walking away saying:

“Wow, that was one of the most amazing races I’ve experienced!”



SPONSORSHIP FUNDS

What happens to the funds provided by sponsors? Majority of the time the funds will go to cover the specific items noted in the sponsorship option selected, such as the cost of shirts, medals, bags, or station supplies. Any left over funds will go towards other event expenses or will be contributed to one of the event art organizations.

RESOURCES & EXPENSES

The organization of a race event has many moving pieces that is the cumulation of months of effort, planning, and work to bring together the event for the one “race day”. Before that day there are countless hours and resources put in to create and organize the event. Starting with a small dedicated team in the months leading up to the event, followed by a growing team and volunteers leading into the final days to the actual race. Orchestrating all the moving pieces to bring together a great race experience on race day for participants.

Below is a small preview of event expenses that are involved in organizing a race:

- Finisher medals
- Runner shirts
- Bibs
- Goodie bags
- Awards
- Handbooks
- Certificates
- Station materials
- Station supplies (food/water)
- Event signs
- Start/Finish line equipment
- Finish line supplies
- Start/Finish line arch
- Timing system
- PA system
- Event insurance
- Event permits
- Health permits
- Course signs & flagging
- Transportation
- Promotional materials
- Equipment rentals
- Portable toilet rentals
- Waste & recycling service
- Volunteer shirts
- Volunteer meals
- Volunteer training
- Website development
- Website hosting
- Advertising

WHAT RUNNERS ARE SAYING...

Our races are all about the runners and the experience they have. After every race, we do a feedback survey to help us understand how we did, how we can improve our future races and hear what the runners thought about their experience. We got a ton of responses and great feedback, overall it is clear that everyone has an awesome experience, but don't take our word for it, read a few of the testimonials below directly from the runners.



Rachel Ragona

Yet another fantastic inaugural event, challenging, well marked course with beautiful views. This race hits all the right buttons and is definitely one you'll keep coming back to.

From SPACEROCK Trail Race



John Burkle

The climbs are tough, the descents brutal and this is one of the best supported, most beautiful organized halves I've ever done.

From VALENCIA Trail Race



Candice Guzman

What a great, fun race! I ran the 10K with my 11-year-old son and we both had a blast!

From Sugar Daddy Half Marathon, 10K, 5K



Monica Nunez

The Valencia Trail Race was an amazing experience! The course was tough but beautiful. Everything was well-organized. The aid stations were great. And the goodies, including the medal, were awesome.

From VALENCIA Trail Race



Jason Wagner

What an amazing adventure. A beautiful course, with well placed aid Stations and support. The local community came out in droves to run the Aid Stations. The race directors went above and beyond on this one.

From VALENCIA Trail Race



Eric Sorenson

The Inaugural SPACEROCK Trail Race was literally an out of this world event. A very scenic, challenging and fun race that will become an annual event for my friends and I.....you definitely took trail racing to a whole new level.

From SPACEROCK Trail Race

This is just a few, read many more testimonials from our races at:
SPACEROCKTrailRace.com / VALENCIATrailRace.com / SugarDaddyMarathon.com / GritOCR.com

GIVING BACK



Arts For Santa Clarita

As a sponsor for the Arts Run you are helping to support our community and benefit Arts For Santa Clarita, a local non-profit organization who's is dedicated to enriching our community through the development and facilitation of arts programing, facilities, education, support and advocacy.

Arts For Santa Clarita's mission is to build community by furthering artistic expression, participation, and appreciation for people of all ages. We envision an environment in which the Arts play an integral role in the evolving culture. Beyond its decorative and entertainment purposes, Art provides a lens through which we can reflect upon our past, understand our present, and imagine our future. Through artistic expression, artists and audiences share stories, forge connections and engage in meaningful dialogue to create a thriving, vibrant and healthy society.

Our work is multi-media, multi-dimensional, multi-disciplinary and multi-generational. We strive for artistic and professional excellence. As socially conscious, responsible members of our world, we value the reuse and repurposing of previously used materials, and much of our work focuses on issues that impact our community -- locally, nationally and globally. We hope to provide an outlet for a diverse chorus of artistic voices.

Did you know participation in the Arts improves both your physical health and your mental health? Playing an instrument can help Parkinson's patients maintain fine motor control, and dance or movement to music helps control tremors. Alzheimer's patients remember more while painting or listening to music. Stress, anxiety, and depression diminish when patients participate in the Arts, and healing after trauma or surgery can be enhanced by Arts participation. HIV patients show increases in critical immune system cells -- the act of writing actually impacted the cells inside the patient's body and improved their immune system. In other words, the process of creating art doesn't just make you feel better, it also creates real, physical changes inside your body. So lace up your running shoes and join us for SCV's first ever Arts Run, where runners navigate art obstacles to reach the finish line!

A portion of the event proceeds and sponsor contributions go to Arts For Santa Clarita. Thank you for your support. Learn more about Arts For Santa Clarita at <https://www.artsforsantaclarita.org>

BACKGROUND

Headquartered in Southern California, New Global Adventures is a global service of software, media and event entertainment company dedicated to making great experiences for the athletic and running industry around the world. We are creative folks who enjoy being healthy and sharing great experiences.

The Santa Clarita Arts Run comes from Arts for Santa Clarita in collaboration with New Global Adventures who is providing event services to create awareness and fundraise for the arts within the community. This is New Global Adventures fifth of seven race series established in the Southern California and 2021 will be the 3rd annual for the Arts Run.

We have several other races each year including VALENCIA Trail Race, Grit OCR, Sugar Daddy Race, Be The Light 5K, Silver Moon Race, and SPACEROCK Trail Race events, plus we promote international events including Run The GREAT WALL, Wuyi Trail Race, Taiping Lake 100, and Four Sisters Ultra on Mt. Siguniang in China.

New Global Adventures and its events are members of the American Trail Running Association and Road Runners Club of America. For more information about New Global Adventures, our events and services please visit us online at:

<http://newglobaladventures.com>



Thank you for considering to sponsor our events. We look forward to hearing from you.

Sincerely,

The New Global Adventures and Arts For Santa Clarita Teams

run@newglobaladventures.com



VALENCIA Trail Race

March 28, 2020

50K Ultra/Half Marathon/10K

VALENCIATrailRace.com



Silver Moon Race

Oct. 31-Nov. 1, 2020

6/12/24-Hours/100-Miles

SilverMoonRace.com



Sugar Daddy Half Marathon

June 20, 2020

Half Marathon/10K/5K/Kids

SugarDaddy.run



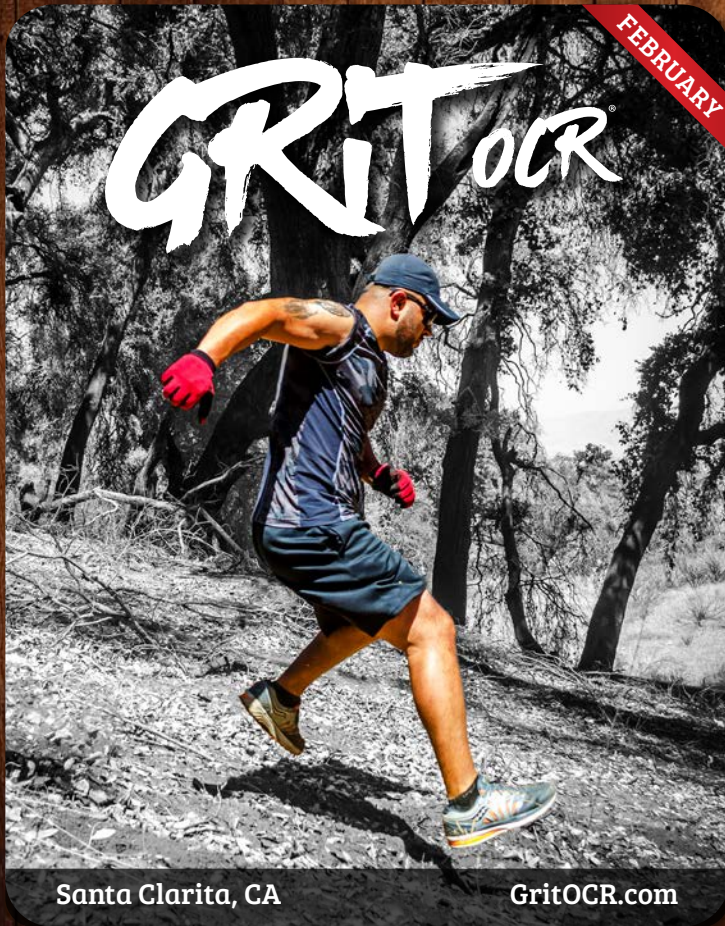
Be The Light 5K

September 19, 2020

10K/5K Night Run/Walk

BeTheLight5K.com

Discover Great Race Experiences



A male triathlete in a black and blue tri-suit and cap is running up a rocky trail through a wooded area. The text 'GRIT OCR' is written in a large, white, stylized font across the top. A red banner in the top right corner says 'FEBRUARY'.

Santa Clarita, CA GritOCR.com



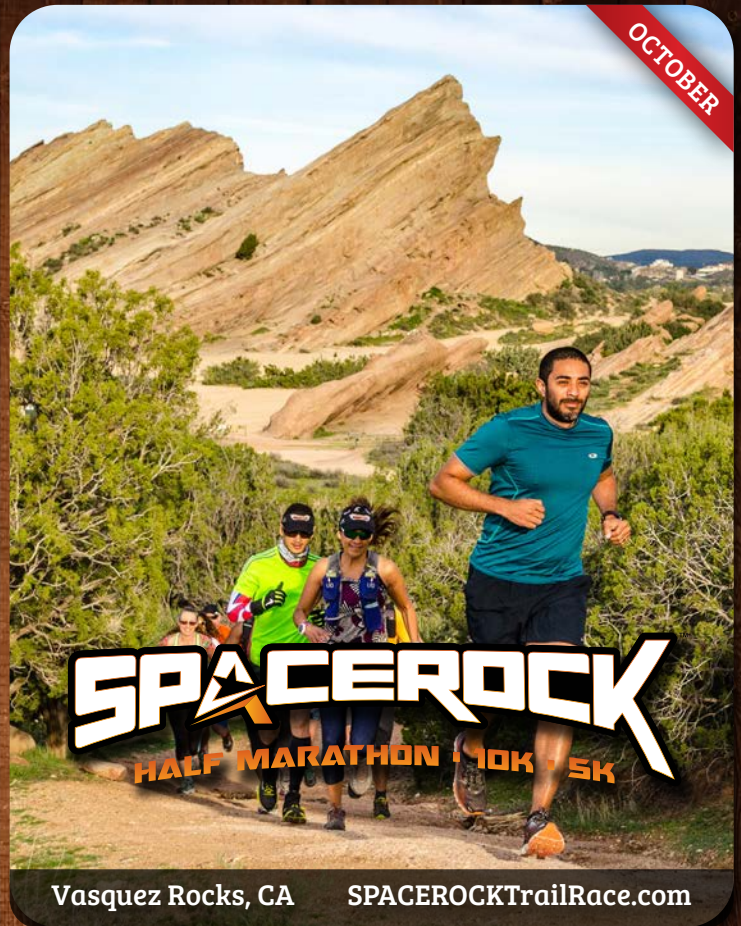
A group of runners is seen from behind, running along a dirt trail that winds through rolling green hills under a blue sky. The text 'VALENCIA Trail Race' is centered in a white box with a mountain range graphic above it. Below the box, it says 'EST. 2015'. A yellow banner at the bottom lists the race distances: '50K ULTRA / HALF MARATHON / 10K'. A red banner in the top right corner says 'MARCH'.

Valencia, CA VALENCIATrailRace.com



A group of runners, including a woman in the foreground wearing a green and black tank top and sunglasses, are running on a paved road. A blue 'FINISH' banner is visible in the background. A large, colorful logo for 'Sugar Daddy' with a crown is overlaid on the bottom. Below the logo, it says 'HALF MARATHON - 5K - KIDS RUN - 10K'. A red banner in the top right corner says 'JUNE'.

Santa Clarita, CA SugarDaddy.run



A group of runners is running on a dirt trail through a desert landscape with large, layered rock formations in the background. The text 'SPACEROCK' is written in a large, white, stylized font across the bottom. Below it, in orange, it says 'HALF MARATHON - 10K - 5K'. A red banner in the top right corner says 'OCTOBER'.

Vasquez Rocks, CA SPACEROCKTrailRace.com

ELEVATE YOUR EXPERIENCE



NEW GLOBAL
ADVENTURES

