



Montebello Police Athletic & Activities League

"Everybody needs a PAAL"
501(c)(3) Tax ID# 46-4368721
www.montebellopaal.com

Dear Community Partner,

On Saturday, September 10, 2016 the Montebello Police Athletic and Activities League (PAAL) will be hosting their Second Annual 5K Community Run/Walk Fundraiser. This year we're excited to be working with the University of Southern California Dental Humanitarian Outreach Program (USC DHOP). The 2016 USC DHOP/Run with a PAAL 5K will serve as a fundraiser for the Montebello PAAL and USC DHOP (overseen by Make-A-Dent, Inc.) which are both 501(c)(3) nonprofit charitable organizations. PAAL is a recreation-oriented program utilizing athletics and activities to tighten the bond between police officers and community youth. PAAL programs and resources are provided to youth in the region at low to no cost and no child is ever turned away based on their ability to pay. USC DHOP provides dental education and services to underserved communities in the region and around the globe.

PAAL Mission Statement: The mission of the Montebello Police Athletic and Activities League (PAAL) is dedicated to building self-esteem and confidence in our local youth through sports and recreational activities. The leagues goal is to have a positive impact that will result in our youth developing into responsible, productive and respectful citizens.

We expect 300-500 participants this year and would like to invite you to participate as a sponsor for this event. Sponsorships will enable us to provide an enjoyable, collaborative event for all participants while raising funds for our programs. Sponsorship opportunities are as follows:

\$1,000 ~ Gold Sponsor

- Acknowledgement in publicity materials and during the event, logo on banner and event t-shirt, acknowledgement in social media, website (Event & PAAL) and event program.
- Advertise business by providing flyer and/or promotional item for participant gift bags.
- Free event registration for up to 5 participants (includes bag & shirt).
- 3 event t-shirts.
- Free information booth at the event & framed certificate.

\$500 ~ Silver Sponsor

- Acknowledgement during the event, logo on event t-shirt, on website (Event & PAAL), in social media and in event program.
- Advertise business by providing flyer and/or promotional item for participant gift bags.
- Event t-shirt.
- Free information booth at the event & certificate.

\$250 ~ Bronze Sponsor

- Acknowledgement on website (Event & PAAL), social media and in event program.
- Advertise business by providing flyer and/or promotional item for participant gift bags.
- Event t-shirt & certificate.

\$100 ~ Blue Sponsor

- Acknowledgement on website (Event & PAAL) and in event program.
- Event t-shirt.
- Certificate.

\$50 ~ Red Sponsor

- Acknowledgement on website (Event & PAAL) and in event program.
- Certificate.

Under \$50 ~ White Sponsor

- Certificate.

In-Kind Sponsor ~ Material Donations (Giveaways/Raffle Prizes, Supplies, Equipment, etc.)

- Acknowledgement in publicity materials and during the event, including banner, website (Event & PAAL) and event program.
- Event t-shirt.
- Certificate.

****In-kind donors may be awarded higher sponsorship recognition (booth, etc.) dependent upon actual supply costs.***

Enclosed is a sponsor form and event flyer for your reference. Please send all correspondence and/or donations to: Montebello Police Athletic & Activities League (PAAL), Attention: Kristen Endow Iordanova, 1600 W. Beverly Blvd., Montebello, California 90640. Donations may also be made via PayPal at www.montebellopaal.com or www.runwithapaal.com.

If you have any questions, please feel free to contact Kristen Endow Iordanova at (323) 887-1244 or kendow@cityofmontebello.com. Deadline to ensure acknowledgement on printed materials is **August 1, 2016**.

Thank you for your support!

1600 West Beverly Boulevard • Montebello, California 90640 • (323) 887-1200 x 286



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2016 USC DHOP/Run with a PAAL 5K Community Run/Walk – September 10, 2016 Sponsor/Donation Form

Organization/Business: _____
Contact Person: _____ Title: _____
Address: _____ City: _____ Zip: _____
Phone: _____ Email: _____

Sponsorship Level:

- | | |
|---|---|
| <input type="checkbox"/> \$1,000 – Gold Sponsor | <input type="checkbox"/> \$100 – Blue Sponsor |
| <input type="checkbox"/> \$500 – Silver Sponsor | <input type="checkbox"/> \$50 – Red Sponsor |
| <input type="checkbox"/> \$250 – Bronze Sponsor | <input type="checkbox"/> Under \$50 – White Sponsor |
| <input type="checkbox"/> In-Kind Sponsor | <input type="checkbox"/> Wish List Item |

Description of In-Kind or Wish List Item: _____

We appreciate your support!

Deadline to ensure acknowledgement on printed materials is **August 1, 2016**.

Please send all correspondence and/or donations to:
Montebello Police Athletics & Activities League (PAAL), Attention: Kristen Endow Iordanova
1600 W. Beverly Boulevard
Montebello, California 90640.

Donations may also be made via PayPal at www.montebellopaal.com or www.runwithapaal.com.
Event t-shirts & raffle tickets are available for purchase at www.runwithapaal.com.

If you have any questions, please feel free to contact Kristen Endow Iordanova at (323) 887-1244 or kendow@cityofmontebello.com. I look forward to hearing from you!

The Montebello PAAL is an official 501(c)(3) nonprofit organization. Tax ID# 46-4368721.

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Wish List

Items Available for Sponsorship/Donation

- Raffle Prizes (i.e. items, gift cards, certificates for services, etc.)
- Awards (5K - Medals for top 3 finishers in each age category, trophy for top team, prize for top male & female overall. 1K – Medals for top 3 overall, participant ribbons for participants)
- Items for Goody Bags (i.e. promotional items, samples, coupons, etc.)
- Fruit/Snacks for Race Participants (Post-Race)
- Food for Breakfast Social
- T-Shirts (300-500 Shirts @ approximately \$5/shirt)
- Race Timer Chips (500 Runners @ Approximately \$2.50/person)
- Other Course Fees (i.e. LED Clock, Results Monitors, Finish Line, etc. - \$850)
- Large Banners/Signs
- Printed Programs, Goody Bags, Customized Bibs
- Water Stations/Course Setup (\$350)

We are also looking for volunteers prior to the event and for the day of the event. Volunteer tasks pre-event can include prepping goody bags, etc. Volunteer tasks on the day of the event can include photography, videography, assisting with set-up, assisting with course turns, water stations, fruit station, cooks (breakfast), check-in, etc.

Please feel free to spread the word about our event to any individuals and/or organizations that you feel might want to participate either as a racer, volunteer or sponsor in this event!