



eyes on AIDS

5K & 10K RUN/WALK

The eyes of the children orphaned by AIDS in South Africa are no different than the eyes of children in our community. They are the eyes of hope, and the eyes of the future of Africa. Through your support, we can help feed, educate, and love these children in order to give them the best chance possible to change their future.

Get Eyes on Your Business by Sponsoring the Eyes on AIDS Run

The Eyes on AIDS 5k and 10k Run strives to be one of the premier annual events in the Northland. We anticipate 500 runners and walkers accompanied by at least 150 more family and community members attending the post-race festivities, children's activities and breakfast.

This is a race to save a generation of South Africans from falling into the same pattern as their parents.

Sponsorship forms must be signed by July 1, 2010, to ensure placement in the registration brochure.

Contact Sue Wager today:
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What Your Dollars Support

Every 14 seconds a child in Africa is orphaned by AIDS. The AIDS crisis has left more than 13 million orphans in its wake.

The Eyes on AIDS Run supports Mercy Alliance International, which was established to respond to the HIV/AIDS pandemic that is devastating the continent of Africa. This charity is dedicated to educating South Africans on AIDS and meeting the needs of children infected

and affected by HIV/AIDS. Your sponsorship helps change lives, dozens of families at a time.

Mercy Alliance International, a not-for-profit 501(c)(3) organization, is joining hands to bring sustainable change to the poverty stricken and AIDS affected Transkei Region of South Africa.

Why Sponsor the Eyes on AIDS Run

This sponsorship opportunity offers your business the chance to directly reach hundreds of participants and spectators at the race, as well as thousands of others through race visibility. 100% of race proceeds directly impact families and children in need.

Sponsoring this annual Northland event is a great way to differentiate your organization. Sponsorship is a chance for larger companies to show they support local efforts and for small companies to advertise inexpensively.

You can expect to see the benefits of sponsorship before, during, and after the event. Be sure to secure your sponsorship soon.

Beyond our major sponsor opportunities, sponsorship is also available for each mile marker and the post-race festival.

2010 SPONSORSHIP LEVELS

	Event Sponsor \$10,000	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500	Friend \$250
Placement in 2,000 registration flyers	prominent logo	prominent logo	logo	logo	listing	listing
Number of items in race packets	3	3	3	2	1	1
Placement in race day program	Logo	Logo	listing	listing	listing	listing
Logo on a local newspaper ad	•	•	•	•	•	
Complimentary race entries	25	20	15	10	5	
Logo on t-shirt	prominent	prominent	•	•	•	
Mentions from podium on race day	minimum 8	minimum 6	•	•	•	
Placement on Eyes on AIDS website	Banner ad	Banner ad	Logo with link	Sponsor mention		
Booth at event	•	•	•			
Recognition on race banner	•	•				
Water station ownership	Start/Finish	Race route				
Sampling during event (if applicable)	•	•				
May provide banners on race route	2	1				
Exclusive event sponsorship	•					
Officiate at race start	•					
Awards ceremony spokesperson	•					