



# Creative Learning Academy

*An Accredited Independent School*



*Supporting CLA's Diversity Assistance Program*

On behalf of Creative Learning Academy (CLA), we invite you to join us as a sponsor of the 2017 Bayou Hills Run. This event supports CLA's efforts to maintain a diverse student body through financial assistance. The Bayou Hills Run includes a 10K, 5K, and one mile Kids Run. There's something for everyone! This event draws people to the Pensacola area from several different states each year. Established in 1978 by Creative Learning Academy, the Bayou Hills Run was founded on the mission to encourage students and families to develop a healthy lifestyle and a sense of community through running. The success and growth of the Bayou Hills Run over the years has enabled CLA to motivate and encourage our students, friends and neighbors to embrace a lifestyle of community, health, and fitness. The run, picked as one of the top spots in "Florida's Runner's Choice rankings", winds through Pensacola's charming East Hill neighborhood and features two challenging courses that start and end at beautiful Bayview Park. This year's run will take place on Saturday, March 4, 2017.

We are actively seeking individuals and organizations to partner with Creative Learning Academy by serving as an event sponsor. We ask that you and/or your team consider supporting this great event that attracts over 1,100 participants. All revenue from this event is invested back into CLA's Diversity Assistance Program and has a direct, positive impact on our students and their life experience while at CLA.

Attached is information regarding the run and the various sponsorship opportunities. By sponsoring this fun, family- friendly event for the entire Pensacola community, you will be our partner in promoting an active, healthy lifestyle while supporting diversity.

CLA is a not-for-profit 501(c)3 and is funded 100% by its school community and the generosity of donors. We are the only secular, independent school in the greater Pensacola area accredited by both the Florida Council of Independent Schools (FCIS) and the Southern Association of Colleges and Schools (SACS). Our mission is to nurture and strengthen each child's foundation of academic excellence, creativity, independence, and integrity in a culturally enriched environment. Since 1972, CLA has exemplified excellence in education through high academic standards, enrichment opportunities and a culturally enriched community.

Thank you for considering this opportunity to partner with Creative Learning Academy and the Bayou Hills Run. If you have any questions or comments, please feel free to contact me at 850.393.9232 or [bayouhillsrun@gmail.com](mailto:bayouhillsrun@gmail.com).

Warmest Regards,

A handwritten signature in blue ink, appearing to read "Nathan A. Green".

Nathan A. Green  
Event Director



Supporting CLA's Diversity Assistance Program

# Sponsorship Opportunities

March 4, 2017, 7:30 a.m. – Bayview Park  
[www.bayouhillsrun.org](http://www.bayouhillsrun.org)

(Please note, you can now complete this form and sponsor online. See page two for additional information.)

- Yes, I would like to support Creative Learning Academy by sponsoring the Bayou Hills Run on March 4, 2017.
- Business                       Personal

**Name** (as you wish it appear on race related materials) \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City ST Zip:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

## Event Sponsorship Levels

- |   |          |   |                                  |
|---|----------|---|----------------------------------|
| <input type="checkbox"/> Presenting Sponsor | \$ 5,000 | *Only 1 Presenting Sponsorship available. | See Attached for Level Benefits. |
| <input type="checkbox"/> Platinum Sponsor   | \$ 2,500 |   | See Attached for Level Benefits. |
| <input type="checkbox"/> Gold Sponsor       | \$ 1,750 |   | See Attached for Level Benefits. |
| <input type="checkbox"/> Silver Sponsor     | \$ 1,250 |   | See Attached for Level Benefits. |
| <input type="checkbox"/> Bronze Sponsor     | \$ 750   |   | See Attached for Level Benefits. |
| <input type="checkbox"/> Friend of the Run  | \$ 500   |   | See Attached for Level Benefits. |

## Additional Sponsorship Opportunities

- |   |        |   |                                  |
|---|--------|---|----------------------------------|
| <input type="checkbox"/> Sponsor a Mile                 | \$ 500 | *Only 6 Mile Sponsorships available.        | See Attached for Item Benefits.  |
| <input type="checkbox"/> Sponsor an Aid Station         | \$ 325 | *Only 2 Aid Station Sponsorships available. | See Attached for Level Benefits. |
| <input type="checkbox"/> Sponsor a Turn                 | \$ 150 | *Only 15 Turn Sponsorships available.       | See Attached for Level Benefits. |
| <input type="checkbox"/> In-Kind – Donation Description | _____  |   |                                  |

Value of In-Kind Donation: \$ \_\_\_\_\_

**Please email logo in a jpeg or gif format to [bayouhillsrun@gmail.com](mailto:bayouhillsrun@gmail.com)**

For additional information, please contact Nathan Green, Event Director, by above email or 850-393-9232. Please sign and return this form to us. See the following page for form and payment instructions. Please know we sincerely appreciate your support.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_



Creative Learning Academy is registered with the IRS as a 501(c)(3) corporation.  
Your gift is deductible to the fullest extent allowed by law.

## Sponsorship Payment Options and Instructions:

### Check:

If paying by check, simply mail your sponsorship check along with the completed sponsorship registration form (page one of this package).

Send form and payment to: Creative Learning Academy  
Attn: Bayou Hills Run  
3151 Hyde Park Road  
Pensacola, FL 32503

Please note “BHR Sponsorship” in the Memo Line of your check. If presenting your logo is part of your sponsorship package, please email it to us at [bayoushillsrun@gmail.com](mailto:bayoushillsrun@gmail.com) in a jpeg or gif format.

### Online:

Sponsorship registration and credit card payments can now be made Online through the registration portal. You can access the site by scanning the QR Code below or by visiting the Sponsorship page of the Bayouhillsrun.org website. There, you will find a “Sponsor Online” button linking you to the getmerged.com website for the Bayou Hills Run. (You can also access the registration site by going directly to getmerged.com and searching for the Bayou Hills Run event). Once on the getmerged.com page for Bayou Hills Run, simply click the “Become a Sponsor” button and follow the online instructions.

If sponsoring online, you do not need to send us a hard copy of the sponsorship registration form. However, if presenting your logo is part of your sponsorship package, please email it to us at [bayoushillsrun@gmail.com](mailto:bayoushillsrun@gmail.com) in a jpeg or gif format.

See the following pages for details and benefits of the various sponsorship opportunities. Please know we sincerely appreciate your support.

We look forward to seeing you at the Run.



# **Bayou Hills Run Presenting Sponsorship**

**Exclusive Presenting Sponsor: \$ 5,000** (only one sponsorship available)

**“Bayou Hills Run 10K/5K/Kid’s Run presented by (Company Name)”**

## **PRESENTER OF THE RACE**

- Presenting sponsor will receive top billing on all race promotional material. “Presented by (Company Name)” will be listed under Bayou Hills Run logo on all marketing materials and on official event t-shirt. T-shirt given to all participants.
- Opportunity to have a company representative speak at the Bayou Hills Run race day awards ceremony.
- Presenting sponsor recognition, company name/logo on race related media advertising promotions:
  - WEAR and WFGX – promotion will run for minimum of 2 weeks.  
WEAR Digital Advertising- A minimum of ten Facebook posts to over 170,000 fans each time.
  - Cox Communications - :30 PSA will run across Pensacola market for the four weeks running up to race day.
  - Cumulus Media: Soft Rock 94.1, Nash FM 102.7, Jet 100.7, Magic 106.1, News Talk 1370.  
Web Presence on all stations.
  - ESPN Pensacola 101.1 FM, 1450 AM.
  - 1 Lamar Digital Billboard – (1 large board for 4 weeks. 1 out of 6 advertisers rotating every 36 seconds).
- Inclusion of company name/logo on race related marketing material.
- Option to set up booth at CLA during packet pickup and at event site on race day to promote business.
- Option to hang banner at CLA during packet pickup and at event site on race day to promote business.
- “Presented by” placement of company name/logo on race t-shirt given to all participants.
- Inclusion of company name/logo on finish line banner at top of finish line structure; “BHR Presented by (Company Name)”.
- DJ recognition throughout event day.
- Opportunity to provide product sample, coupon and/or promotional literature for use in the race bags given to participants at packet pickup.
- Inclusion of company name/logo above fold on front page of Bayou Hills Run website with link to company website for 1 calendar year beginning January 1, 2017.
- Inclusion of company name/logo on Creative Learning Academy website with link to company website.
- Inclusion of company name/logo in Creative Learning Academy newsletter.
- Inclusion of company name/logo in Creative Learning Academy Yearbook.
- Event promoted on Bayou Hills Run Facebook page and Creative Learning Academy Facebook page.
- Event promoted on local community calendars.
- Electronic promotion of event will be emailed to over 10,000 local runners.
- Twelve (12) Bayou Hills Run race entries (includes t-shirts)

# **Bayou Hills Run Sponsorship Levels**

## **Platinum Sponsor: \$ 2,500**

- Inclusion of company name/logo on race related media advertising promotions:
  - WEAR and WFGX – promotion will run for minimum of 2 weeks.  
WEAR Digital Advertising- A minimum of ten Facebook posts to over 170,000 fans each time.
  - Cox Communications - :30 PSA will run across Pensacola market for the four weeks running up to race day.
  - Cumulus Media: Soft Rock 94.1, Nash FM 102.7, Jet 100.7, Magic 106.1, News Talk 1370.  
Web Presence on all stations.
  - ESPN Pensacola 101.1 FM, 1450 AM.
  - 1 Lamar Digital Billboard – (1 large board for 4 weeks. 1 out of 6 advertisers rotating every 36 seconds).
- Inclusion of company name/logo on race related marketing material.
- Option to set up booth at CLA during packet pickup and at event site on race day to promote business.
- Option to hang banner at CLA during packet pickup and at event site on race day to promote business.
- First tier level placement of company name/logo on race t-shirt given to all participants.
- Inclusion of company name/logo on race sponsor banners at event site on race day.
- DJ recognition throughout event day.
- Opportunity to provide product sample, coupon and/or promotional literature for use in the race bags given to participants at packet pickup.
- Inclusion of company name/logo on front page of Bayou Hills Run website with link to company website for 1 calendar year beginning January 1, 2017.
- Inclusion of company name/logo on Creative Learning Academy website with link to company website.
- Inclusion of company name/logo in Creative Learning Academy newsletter.
- Inclusion of company name/logo in Creative Learning Academy Yearbook.
- Event promoted on Bayou Hills Run Facebook page and Creative Learning Academy Facebook page.
- Event promoted on local community calendars.
- Electronic promotion of event will be emailed to over 10,000 local runners..
- Ten (10) Bayou Hills Run race entries (includes t-shirts).

## **Gold: \$ 1,750**

- Inclusion of company name/logo on race related marketing material.
- Inclusion of company name/logo on race related print and electronic advertising promotions.
- Option to set up booth at CLA during packet pickup and at event site on race day to promote business.
- Option to hang banner at CLA during packet pickup and at event site on race day to promote business.
- Second tier level placement of company name/logo on race t-shirt given to all participants.
- Inclusion of company name/logo on race sponsor banners at event site on race day.
- DJ recognition throughout event day.
- Opportunity to provide product sample, coupon and/or promotional literature for use in the race bags to be given to participants at packet pick up.
- Inclusion of company name/logo on Bayou Hills Run website with link to company website for 1 calendar year beginning January 1, 2017.
- Inclusion of company name/logo on Creative Learning Academy website with link to company website.
- Inclusion of company name/logo in Creative Learning Academy newsletter.
- Inclusion of company name/logo in Creative Learning Academy Yearbook.
- Event promoted on Bayou Hills Run Facebook page and Creative Learning Academy Facebook page.
- Event promoted on local community calendars.
- Electronic promotion of event will be emailed to over 10,000 local runners.
- Eight (8) Bayou Hills Run race entries (includes t-shirts)

### **Silver: \$ 1,250**

- Option to hang banner at CLA during packet pickup and at event site on race day to promote business.
- Third tier level placement of company name/logo on race t-shirt given to all participants.
- Inclusion of company name/logo on race sponsor banners at event site on race day.
- DJ recognition throughout event day.
- Opportunity to provide product sample, coupon and/or promotional literature for use in the race bags to be given to participants at packet pick up.
- Inclusion of company name/logo on Bayou Hills Run website with link to company website for 1 calendar year beginning January 1, 2017.
- Inclusion of company name/logo on Creative Learning Academy website with link to company website.
- Inclusion of company name/logo in Creative Learning Academy newsletter.
- Inclusion of company name/logo in Creative Learning Academy Yearbook.
- Event promoted on Bayou Hills Run Facebook page and Creative Learning Academy Facebook page.
- Event promoted on local community calendars.
- Electronic promotion of event will be emailed to over 10,000 local runners.
- Six (6) Bayou Hills Run race entries (includes t-shirts).

### **Bronze: \$ 750**

- Inclusion of company name/logo on race sponsor banners at event site on race day.
- DJ recognition throughout event day.
- Opportunity to provide product sample, coupon and/or promotional literature for use in the race bags to be given to participants at packet pick up.
- Inclusion of company name/logo on Bayou Hills Run website with link to company website for 1 calendar year beginning January 1, 2017.
- Inclusion of company name/logo on Creative Learning Academy website.
- Inclusion of company name/logo in Creative Learning Academy newsletter.
- Inclusion of company name in Creative Learning Academy Yearbook.
- Event promoted on Bayou Hills Run Facebook page and Creative Learning Academy Facebook page.
- Event promoted on local community calendars.
- Electronic promotion of event will be emailed to over 10,000 local runners.
- Four (4) Bayou Hills Run race entries (includes t-shirts).

### **Friend of the Run: \$ 500**

- Two (2) Bayou Hills Run race entries (includes t-shirts).
- One (1) yard sign placed at event site identifying you as a Friend of the Run
- A warm fuzzy feeling that you've supported this wholesome community event as well as CLA's Diversity Assistance Program.

### **Mile Sponsor: \$ 500**

- Two (2) Bayou Hills Run race entry (includes t-shirts).
- Five (5) yard signs placed along your course mile identifying you or your firm as the sponsor of that mile.

### **Aid Station Sponsor: \$ 325**

- One (1) Bayou Hills Run race entry (includes t-shirts).
- Two (2) yard signs placed at your Aid Station identifying you or your firm as the sponsor of that Aid Station.

### **Turn Sponsor: \$ 150**

- One (1) yard sign placed at your course directional (turn) marker identifying you or your company as the sponsor of that vital information.