

STEP UP FOR SAFETY 5k RUN/WALK

SPONSORSHIP OPPORTUNITIES

My name is Dianne and I am the founder of Charlie's Cause. Charlie is my brother.

In 2007, Charlie was walking across the street on his way to get a haircut when he was hit by a car driven by a distracted driver. After many years of being in a coma and hospitalized, Charlie passed away in 2018. Charlie was my best friend and seeing him suffering in the hospital was extremely hard to endure.

Most people have their own Charlie, someone they have loved or known, who was senselessly injured or killed because a driver was distracted or negligent while driving. I created Charlie's Cause to bring awareness to pedestrian and bicycle safety and reduce distracted driving.

Your sponsorship of our inaugural run/walk event will help to stop the needless loss of life, reduce distracted driving and increase pedestrian safety so others do not have to experience what my family went through.

Saturday, October 14th 5k Run 8am, fun run 9am

Santana Park, Corona, California

With our goal of bringing awareness to pedestrian safety and eliminating distracted driving, Charlie's Cause will use donations to:

- ◆ Purchase and donate safety equipment to schools or organizations who support our mission
- ◆ Develop or purchase education/outreach materials for schools and other organizations who support our mission
- ◆ Support or host education events and other activities that bring awareness to dangerous driver/pedestrian situations
- ◆ Donate to other organizations that support our mission
- ◆ Responsibly cover our nonprofit operating costs

Vendor Booth (\$100)

- ◆ 10'x10' area
- ◆ Business listed on our vendor list throughout the year
- ◆ One-day event insurance included

All donations are tax deductible. Charlie's Cause, Inc is a recognized 501(c)(3) nonprofit organization, EIN #47-4032999

www.stepupforsafety.org

Sponsorship Levels

Event Level Sponsor (\$50,000)

Full Sponsorship of event and Charlie's Cause for a year
Logo name/image predominately displayed at event
and other marketing material.

Mile & ½ mile marker displays

10 free registrations

Access to VIP

Free booth

VIP Level Sponsor (\$25,000)

VIP area sponsorship and inclusion in Charlie's Cause
main sponsor page

Logo name in VIP area, sponsor wall, and entrance to
event

Mile & ½ mile marker displays

6 free registrations

Access to VIP

Free booth

Bike Level Sponsor (\$10,000)

Inclusion on Charlie's Cause sponsor page

½ mile marker display

4 free registrations

Access to VIP

Free Booth

Run Level Sponsor (\$5,000)

Inclusion on Charlie's Cause sponsor page

½ mile marker display

3 free registrations

Access to VIP

Free Booth

Walk Level Sponsor (\$1,000)

Inclusion on Charlie's Cause sponsor page

½ mile marker display

2 free registrations

Access to VIP

Free Booth

For more information on sponsorships and vendor booths,
email stepupforsafety5k@gmail.com.