



PACIFIC  
*Runderland*

5K & KIDS RUN FOR WASHINGTON'S NATIONAL PARKS

*September 7, 2019 • Auburn, Washington*

2019 SPONSORSHIP OPPORTUNITIES

# ABOUT PACIFIC RUNDERLAND EVENTS

Growing up, Race Director, Sherry Clarke, along with her parents and two siblings, spent many seasons at Cougar Rock Campground (or “Koo-Koo Rock” as the kids would call it) in Mount Rainier National Park, camping and hiking in the summer, and sledding and cross-country skiing in the winter. Avid outdoors people, Sherry’s parents, Wayne and Julie, had been exploring the Pacific Northwest for many years before their kids started joining them for the adventures. They loved hiking, camping and backpacking at Mount Rainier, in the Olympics, and in other areas of the Cascade Mountain Range.

Not only did the family love hiking and camping, they also loved running. Wayne was a natural and accomplished athlete, finishing 9 marathons, the Seattle to Portland bike ride twice, and the Pole, Pedal, Paddle Pentathlon as an ironman. Whether it was 26 miles or 2 miles, he just loved being a part of the great running community.

Julie began running around the time she met Wayne in the early 1980s. She would join him at races to cheer him on and quickly decided she didn’t want to be on the sidelines. Even after surviving a severe stroke in 2011, she doesn’t show any sign of slowing down. Sherry and her older sister, Sheila, also caught the “running bug” at a young age and continue to hold a passion for the sport. Sherry has completed 8 half marathons and is training for her first full marathon next Spring. Sheila has completed 1 half marathon and frequently runs in 5k races in the Olympia area.

When Wayne was diagnosed with early-onset Alzheimer’s Disease in 2007, at the age of 56, the news devastated his family and friends. How could someone so young, so active, so healthy, be diagnosed with this horrible disease? He continued running in the early stages of the disease, but sadly, the day came when he got lost on one his runs, even though it was the same route he’d run for years. As is the awful reality of early-onset Alzheimer’s, it hits hard and fast, and we lost our dad, husband, brother and friend in February of 2012.

After camping at Cougar Rock Campground during the summer of 2018 with her husband and 2 young children, Sherry realized why sharing this experience at Mount Rainier had been so special for her parents. Seeing the Park through her children’s eyes gave her a whole new level of appreciation and love for the area. Sherry and Sheila had talked about organizing a run someday, in honor of their dad, and that someday is finally becoming a reality. They decided that they wanted to combine their love of running with their love of the Washington’s National Parks, two things that also meant a lot to their dad. Teaming up with Washington’s National Park Fund, they want to preserve the beauty for future generations in hopes that maybe, one day, their children’s children will be visiting “Koo-Koo Rock” and making memories of their own.





**WASHINGTON'S  
NATIONAL  
PARK FUND**



PHOTO CREDIT: ANDY PORTER

## **OUR CHARITY PARTNER: WASHINGTON'S NATIONAL PARK FUND**

Washington's National Park Fund (WNPF) is the official philanthropic partner of our cherished Mount Rainier, North Cascades and Olympic National Parks. The funds raised by Washington's National Park Fund help fund 50 to 75 projects annually in these parks. The organization works closely with the superintendents of each of the three national parks who select the priority projects for their respective parks. The projects fall into four core areas: advancing science and research, improving visitors' experiences, expanding volunteerism and stewardship, and providing for youth and family programs. It is the only philanthropic organization dedicated solely to these three national parks and 100% of the donations stay in Washington State for this purpose.

Founded by former governor and senator Dan Evans and legendary mountaineer Lou Whittaker, Washington's National Park Fund has awarded more than \$5.5 million in the last seven years to support these national parks. The non-partisan organization is led by CEO Laurie Ward, who works with a team of four dedicated staff members and more than 20 passionate and engaged board members.



# PACIFIC RUNDERLAND 5K & KIDS RUN SPONSOR LEVELS

5K RUN PRESENTING SPONSOR .....	\$1,500
HEALTH & WELLNESS SPONSOR .....	\$800
KIDS RUN PRESENTING SPONSOR .....	\$600
PACKET PICKUP SPONSOR .....	\$500
GOLD LEVEL SPONSOR .....	\$500
SILVER LEVEL SPONSOR .....	\$400
PHOTO SPONSOR .....	\$400
MILE MARKER SPONSOR .....	\$200





*How glorious  
a greeting the  
sun gives the  
mountains!*

— JOHN MUIR

PHOTO CREDIT: ANDY PORTER

# PRESENTING SPONSOR

## THE PRESENTING SPONSOR WILL RECEIVE THE FOLLOWING BENEFITS

### BENEFITS

- Business name will be integrated into event name (i.e. Pacific Runderland 5k Presented by “Superstore USA”)
- Will get access to participant email information
- First right of refusal to have Packet Pickup at their business location (no additional fee)
- No competing brands or businesses

### DIGITAL/PRINT

- Mentions in June, July & August “Featured Races” monthly e-blast sent by Databar Events (109,000 subscribers)
- Mentions in July & August community e-newsletter sent by Washington’s National Park Fund (2,500 subscribers)
- Prominently placed logo with link on Sponsor page of website and on homepage sponsor gallery slider (<https://pacificunderlandevents.com/>)
- Logo integrated onto website and Facebook header image
- Logo integrated into event logo image to be used on Databar Events website
- 3 featured sponsor posts on Facebook/Instagram pages
- Logo included on printed rack card for distribution at Washington’s National Park Fund events and other local running events

### ON-SITE VISIBILITY

- Opportunity to include small promotional item or flyer in packet pickup bag (upon approval; must have item by August 15, 2019)
- 10’ x 20’ booth in finish line area
- Prominently placed logo on back of 5k race t-shirts
- 10 free 5k race entries



# The mountains are calling and I must go.

— JOHN MUIR

PHOTO CREDIT: ANDY PORTER

## HEALTH & WELLNESS SPONSOR

### THE HEALTH & WELLNESS SPONSOR WILL RECEIVE THE FOLLOWING BENEFITS

#### BENEFITS

- No competing brands or businesses without permission
- 2nd right of refusal behind Presenting Sponsor for Packet Pickup (as long as it makes sense for participants)

#### DIGITAL/PRINT

- 3 featured sponsor posts on Facebook/Instagram pages
- Logo with link on Sponsor page of website and on homepage sponsor gallery slider (<https://pacificunderlandevents.com>)

#### ON-SITE VISIBILITY

- 10' x 20' booth in finish line area
- 2nd most prominently placed logo on back of 5k race t-shirt
- Opportunity to include small promotional item or flyer in packet pickup bag (upon approval; must have item by August 15, 2019)
- Opportunity to lead warm-up exercises prior to start of 5k
- 5 free 5k race entries



*The clearest way  
into the Universe  
is through a forest  
wilderness.*

— JOHN MUIR



## GOLD SPONSOR

### THE GOLD LEVEL SPONSORS WILL RECEIVE THE FOLLOWING BENEFITS

#### BENEFITS

- No competing brands or businesses

#### DIGITAL/PRINT

- 2 featured sponsor posts on Facebook/Instagram pages
- Logo with link on Sponsor page of website and on homepage sponsor gallery slider (<https://pacificrunderlandevents.com/>)

#### ON-SITE VISIBILITY

- 10' x 10' booth in finish line area
- Logo on back of race t-shirt
- Opportunity to include small promotional item or flyer in packet pickup bag (upon approval; must have item by August 15, 2019)
- 2 free 5k race entries

*In every walk with nature one  
receives far more than he seeks.*

— JOHN MUIR

PHOTO CREDIT: JOHN CHAO

## SILVER SPONSOR

### THE SILVER LEVEL SPONSORS WILL RECEIVE THE FOLLOWING BENEFITS

- 10' x 10' booth in finish line area
- Logo on Sponsor page of website (<https://pacificrunderlandevents.com/sponsors/>)
- 1 featured sponsor post on Facebook/Instagram pages
- 2 free 5k race entries



*Nature is a  
tool to get  
children to  
experience not  
just the wider  
world, but  
themselves.*

— STEPHEN MOSS

PHOTO CREDIT: SHERRY CLARKE

# KIDS RUN PRESENTING SPONSOR

## THE KIDS RUN PRESENTING SPONSOR WILL RECEIVE THE FOLLOWING BENEFITS

### BENEFITS

- Business name will be integrated into event name (i.e. Pacific Runderland Kids Run Presented by "Superstore USA")

### DIGITAL/PRINT

- Mentions in July & August community e-newsletter sent by Washington's National Park Fund (2,500 subscribers)
- Logo with link on Sponsor page of website and on homepage sponsor gallery slider (<https://pacificrunderlandevents.com/sponsors/>)
- 3 featured sponsor posts on Facebook/Instagram pages
- Most prominently placed logo on Kids Run event marketing/web materials

### ON-SITE VISIBILITY

- 10' x 10' booth in finish line area
- 10' x 10' activity area for kids
- Opportunity to include small promotional item or flyer in packet pickup bag (upon approval; must have item by August 15, 2019)
- Only sponsor logo placed on all Kids Run race t-shirts
- 4 free race entries (may choose 5k or Kids Run)



PACIFIC  
Runderland  
Kids Run

*The power of  
imagination  
makes us  
infinite.*

— JOHN MUIR

PHOTO CREDIT: JOHN DONOFRIO

## MILE MARKER SPONSOR

### THE MILE MARKER SPONSOR WILL RECEIVE THE FOLLOWING BENEFITS

- Logo on course double-sided mile marker signs (3 signs total)
- Opportunity to bring fans/cheerleaders
- Logo on Sponsor page of website  
(<https://pacificunderlandevents.com/sponsors/>)





*A good  
snapshot keeps  
a moment  
from running  
away.*

— EUDORA WELTY

## PHOTO SPONSOR

### THE PHOTO SPONSOR WILL RECEIVE THE FOLLOWING BENEFITS

- Logo placed on all participant and event photos (along with event logo)
- 2 free 5k race entries
- 1 featured sponsor post on Facebook/Instagram page
- Logo on Photography and Sponsor pages of website  
(<https://pacificunderlandevents.com/sponsors/>)  
(<https://pacificunderlandevents.com/results-photos-2/>)

# Adventure is out there!

— ELLIE FROM DISNEY PIXAR'S "UP"



## PACKET PICKUP SPONSOR

### BENEFITS

- Packet Pickup is the location where race participants will visit the day before the race to pickup their race bib, t-shirt and other race related materials. It will drive foot traffic (150 - 250 people) to your business location.
- Opportunity to include a coupon in packet picket bag (Must have coupon by August 15, 2019)

**\*Please note:** The Packet Pickup Sponsor opportunity will only be available if the Presenting Sponsor and/or Health & Wellness Sponsor decline the opportunity as part of their sponsor benefits package.

# LOOKING TOWARDS THE FUTURE

- **ADDING RACE DISTANCE OPTIONS**

The 2019 event will feature a 5k and a Kids Run with goal of adding other distances in future years (10k, Half Marathon, etc).

- **FIRST RIGHTS TO 2019 SPONSORS**

Sponsors that make a 2-year commitment to both the 2019 and 2020 events will have guaranteed fees (2019 pricing for both years).

WE LOVE TO RUN.  
WE LOVE THE PACIFIC NORTHWEST.  
WE LOVE WASHINGTON'S NATIONAL PARKS.

CONTACT INFORMATION

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