

2023 Sponsorship Packet

**Special Announcement
& Invitation**



On Sunday, April 16, 2023, the **Airport Runway Run** returns to San Carlos! About 1,200 participants are expected to run, walk, and stroll down the San Carlos Airport Runway at this 7th Annual 2K/5K/10K, benefiting Hiller Aviation Museum's science education programs.

On behalf of our Race Committee, I invite your participation as a sponsor of the Airport Runway Run!

With three races—a Certified 5K and 10K, along with a 2K Family Fun Run—the Airport Runway Run has grown into a favorite community event for competitive runners, walkers, and Peninsula families.

The Airport Runway Run is a significant opportunity to shine a light on your business, ensuring valuable marketing and publicity, while supporting this growing local community health & wellness event.

Please see the attached [Sponsorship Levels and Benefits](#) and [Fact Sheet](#) for all the 2023 details.

With your help, Hiller Aviation Museum serves as an education center and learning resource for all. Of our 100,000+ annual visitors, half are students participating in educational field trips, Aviation Camp, and other STEM education programs.

Sincere thanks,

Rebecca Duran

Rebecca Duran
VP of Development



**Airport Runway Run
Committee Members**

Jeff Bass
Soyeun Choi
Matt Croce
Rebecca Duran
Tanya Gist
Tracey Leighton
Josh McGinn
Cindy Smith
Will Strohl
Willie Turner
Jing Wu

P.S. Thank you for considering this opportunity to sponsor the 7th Annual Airport Runway Run!

Race info is also available at www.hiller.org/run. Please feel free to reach out to me with questions at 650-654-0200 ext. 203 or duran@hiller.org.

Sunday, April 16

7th Annual

Run • Walk • Stroll

on the


San Carlos Airport Runway



- >> About 1,200 attendees expected!
- >> Certified 5K and 10K courses
- >> 2K Family Fun Run
- >> All proceeds benefit:
Hiller Aviation Museum
 a 501(c)3 nonprofit educational organization providing aviation and science learning

Sponsorship Opportunities

Maximize your sponsorship by confirming ASAP. Category exclusivity available by request at Premium levels.
 Contact Rebecca Duran at duran@hiller.org or 650-654-0200 x203 for sponsorship.

Your Levels/Benefits:	Premium			Community		
	Aviator \$7,500	Navigator \$5,000	Explorer \$2,500	Adventurer \$1,000	Ground Crew \$500	Supporter \$250
Acknowledgment on Race Website 10,000+ page views at www.hiller.org/run	Hyperlinked Logo Top	Hyperlinked Logo High	Hyperlinked Logo Mid	Hyperlinked Logo	Logo	Listing
Race Expo Space @ Start/Finish <i>Optional table for onsite promotion to 1,000+</i>	Best	Best	Prime	Prime	✓	
Goody Bag Participation Flyers/giveaways added to bags (3-31-23 deadline)	✓	✓	✓	✓	✓	
Logo on 2023 Race T-shirt Lasting promotion on dri-fit race shirts	Top Largest	Large	✓	✓		
Social Media Recognition 10,000+ Followers (Facebook, Insta, Twitter, YouTube)	✓	✓	✓	✓		
Logo in Hiller Happenings e-blast 16,000+ emails	3 x	2 x	✓	✓		
Recognition in Event Program Airtime in front of live audience of 1,000+	30-second promo	Brief description	Name w/ tagline	Name Announced		
Logo on Photo Booth Display Participants snapping and sharing your logo across their social media	Best	Prime	✓			
Logo in Briefings Print Newsletter 5,000+ local direct mail households	✓	✓	✓			
Banner @ Start/Finish Zone A banner with your logo created and displayed	Largest	Large	Large			
101 Marquee Listing LED sign seen daily by 200,000+ on 101 freeway	2 weeks	1 week				
Donor Wall Recognition Seen by 100,000+ annual Museum visitors	✓	✓				
Good Luck Video to Runners & Logo on Race Bibs 	✓ ✓					
Recognition on Museum Homepage 132,000+ page views at www.hiller.org	✓					
# of 2K/5K/10K Race Entries <i>Please redeem by 5-5-22</i>	30	20	10	4	2	2
# of Museum Admission Passes <i>May be used throughout the year</i>	10	8	6	4	2	2

Act fast for max benefits!



Fact Sheet

Sunday, April 16, 2023

Run • Walk • Stroll

Sponsorship Opportunity!

- ✓ Engage with the public and meet new customers!
- ✓ Get the word out about your business!
- ✓ Opportunities for print, online, email, and in-person business development!
- ✓ See your business name & logo on the Hiller Aviation Museum LED Highway 101 Marquee Sign!
- ✓ Exhibit at the Airport Runway Run Fair Start/Finish Zone *with Health & Wellness Wing!*
- ✓ Drop business cards/flyers/coupons/samples in participant Goody Bags!
- ✓ Support a local community health event benefiting local science and aviation education programs!

Bonus: 2K/5K/10K race entries included. Free Museum passes too!

Airport Runway Run Participant Demographics

- 1,000 to 1,200 attendees expected
- 52% are San Carlos/Redwood City/Belmont/San Mateo residents
- 71% live within 10 miles of Hiller Aviation Museum
- 48% Female/52% Male
- Median Age: 37
- 77% have an annual household income of \$125,000 and up
- Large population of families with school-age children, along with running and aviation enthusiasts

Participant Annual Household Income	
Up to \$75,000	7%
\$75,000 - \$125,000	17%
\$125,000 - \$200,000	30%
\$200,000 - \$400,000	33%
\$400,000 and up	14%

What Participants Say They Love about the Airport Runway Run

1. Running/Walking on the San Carlos Airport Runway
2. Admission to Hiller Aviation Museum Included
3. Community Atmosphere with Family and Friends
4. Kid Friendly Activities
5. Well-organized event
6. Great sponsor booths – [Join us!!](#)



Proceeds of the Airport Runway Run benefit the aviation and science education programs at Hiller Aviation Museum, a nonprofit organization and Smithsonian affiliate.

REPLY FORM

Checks can be made payable to: **Hiller Aviation Museum**

For online payment by credit card, please visit: www.hiller.org/run-sponsor



Yes, I'd like all the benefits of being an event sponsor!

_____ I will sponsor the Airport Runway Run at the following level:

Premium Sponsorships

___ \$7,500 Aviator

___ \$5,000 Navigator

___ \$2,500 Explorer

Community Sponsorships

___ \$1,000 Adventurer

___ \$500 Ground Crew

___ \$250 Supporter

Name _____

Business (if applicable) _____

Address _____

Email _____

Phone _____

How Your Support Makes a Difference:

Exhibits and Hands- on Demonstrations

- Invention Lab Maker Space
- Drone Plex
- Imagination Playground
- Starlab Portable Planetarium
- Sky Portal Google Earth Interactive
- Storm Making
- SFO Airport Beacon
- Galleries: Beginnings of Flight, Pioneer Women Aviators, Flying Destinies in California, Aviation Careers
- More than 50 aircraft on display

STEM Education Programs

- School Field Trips
- Aero Design Challenge
- Aviation Camp
- School & Library Afterschool Aviators

Our mission: Hiller Aviation Museum uses aviation as a gateway for people to embrace adventure and innovation while using tools of science to explore how the physical world works and how the dream of flight is made into reality.



To complete your sponsorship, mail this page and a check to: Hiller Aviation Museum Development Office
601 Skyway Road, San Carlos, CA 94070
Or visit www.hiller.org/run for credit card payment
Questions: 650-654-0200 x203
Nonprofit Tax ID # 94-3226411