

# Sponsorship Opportunities

**Sunday, August 15**

**5th Annual**

**Walk • Jog • Stroll**

*on the  
San Carlos Airport Runway*



- 500 to 900 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 opportunities

	<i>Premium</i>			<i>Community</i>		
	<b>Aviator</b> \$7,500	<b>Navigator</b> \$5,000	<b>Explorer</b> \$2,500	<b>Adventurer</b> \$1,000	<b>Ground Crew</b> \$500	<b>Spectator</b> \$250
<b>Acknowledgment on Race Website</b> 10,000+ page views at www.hiller.org/run	Hyperlinked Logo Top	Hyperlinked Logo High	Hyperlinked Logo Mid	Hyperlinked Logo	Logo	Listing
<b>Race Expo Space @ Start/Finish</b> Optional table for onsite promotion to 1,000	Best	Best	Prime	Prime	✓	
<b>Goody Bag Participation</b> Your flyers or giveaways added inside goody bag	✓	✓	✓	✓	✓	
<b>Logo on Race T-shirt</b> Lasting promotion on dri-fit race shirts	Top Largest	Large	Medium	✓		
<b>Social Media Recognition</b> 8,600+ Followers	✓	✓	✓	✓		
<b>Logo in Hiller Happenings e-blast</b> 14,000+ emails	3 x	2 x	✓	✓		
<b>Recognition in Event Program</b> Airtime in front of live audience	30-second promo	Brief description	Name w/ tagline	Name Announced		
<b>Logo in Briefings Print Newsletter</b> 11,000+ direct mail households	✓	✓	✓			
<b>Banner @ Start/Finish Zone</b> Sponsor banner created and displayed	Largest	Large	Large			
<b>101 Marquee Listing</b> LED sign seen daily by 200,000+ on 101 freeway	2 weeks	1 week				
<b>Donor Wall Recognition</b> Seen by 118,000 annual Museum visitors	✓	✓				
<b>Logo on Race Bibs</b> Lead sponsor, largest logo on all promo materials	✓					
<b>Recognition on Museum Homepage</b> 132,000+ page views at www.hiller.org	✓					
<b># of 2K/5K/10K Race Entries</b> Please redeem by 4-14-20	<b>30</b>	<b>20</b>	<b>10</b>	<b>4</b>	<b>2</b>	<b>1</b>
<b># of Museum Admission Passes</b> May be used throughout the year	<b>10</b>	<b>8</b>	<b>6</b>	<b>4</b>	<b>2</b>	<b>1</b>

Maximize your sponsorship by confirming by July 15. Category exclusivity available by request at Premium levels. Contact Rebecca Duran at duran@hiller.org or 650-654-0200 x203 to discuss sponsorship.