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## 2009-2010 SIDEWALK SQUAD

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### 2010 Chevron Houston Marathon **Sidewalk Squad**

The Chevron Houston Marathon Sidewalk Squad is a program that offers local businesses an incredible opportunity to be a highly visible part of Houston's largest single-day sporting event. In 2009, more than \$1 million was raised for charity!

The Sidewalk Squad is part of the Chevron Houston Marathon's Run for a Reason charity program, an annual drive in which organizations and runners raise money for charity. The program has raised almost \$8 million in its 14-year history. The Sidewalk Squad is a unique aspect of the program that gives businesses exposure in, involvement with and recognition at Texas' largest marathon. A tax-deductible donation to one of our official Run for a Reason charities is a win-win for all!

Please review the information in this packet and then join us as we strive to raise a record \$1.5 million for charity in 2010.

## Why Your Company Should Join

- Increase your company's visibility among Houstonians and runners from all 50 states and more than 20 countries.
- Improve your company's image by making a public show of support for a charitable cause.
- Make your company part of a 38-year Houston tradition that now attracts more than 5,000 volunteers, 30,000 participants and 200,000 spectators, with an economic impact of \$30 million, all while raising more than \$1 million for charity.
- Improve your bottom line with a tax-deductible donation to charity.
- Create a fun event for employees, clients and vendors who can cheer on the runners along your mile of the marathon course.
- Establish your company's commitment to Houston by supporting the city's largest single-day sporting event.
- Build teamwork and camaraderie among employees outside the workplace by encouraging them to be part of a boisterous crew of support for weary runners.
- Let your employees become an active advertisement for your company as they shout encouragement to runners passing through your mile of the marathon course.
- Experience the excitement of the Chevron Houston Marathon and the satisfaction of knowing that you are contributing to a worthy cause that directly benefits numerous charitable organizations and the local community.



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### 2010 Chevron Houston Marathon Sponsorship Levels

#### **RECORD HOLDER - \$10,000**

- \$10,000 total tax-deductible donation
- \$9,000 to an official charity of your choice
- \$1,000 to Houston Marathon Foundation

#### RECORD HOLDER package includes:

- Logo placement, hyperlink in two (2) email newsletters (database: 60,000+)
- Insert in 22,000 runner goodie bags (item deadline: November 30, 2009)
- Four (4) logo impressions at the finish line (art deadline: December 14, 2009)
- Block party bag (thundersticks, clappers, 20 Sidewalk Squad T-shirts)
- Highly visible signage on your sponsored mile
- Recognition in race day program
- Recognition in post-race results
- Recognition on marathon web site
- Six (6) race entries (runner entry deadline: December 8, 2009)
- Four (4) VIP breakfast invitations
- Four (4) charity luncheon invitations

#### **OLYMPIAN - \$7,500**

- \$7,500 total tax-deductible donation
- \$6,750 to an official charity of your choice
- \$750 to the Houston Marathon Foundation

#### OLYMPIAN package includes:

- Logo placement, hyperlink in one (1) email newsletter (database: 60,000+)
- Insert in 22,000 runner goodie bags (deadline: November 30, 2009)
- Two (2) logo impressions at the finish line (deadline: December 14, 2009)
- Block party bag (thundersticks, clappers, 15 Sidewalk Squad T-shirts)
- Signage on your sponsored mile
- Recognition in race day program
- Recognition in post-race results
- Recognition on marathon web site
- Four (4) race entries (entry deadline: December 8, 2009)
- Three (3) VIP breakfast invitations
- Three (3) charity luncheon invitations

#### **CHAMPION - \$5,000**

- \$5,000 total tax-deductible donation
- \$4,500 to an official charity of your choice
- \$500 to the Houston Marathon Foundation

#### CHAMPION package includes:

- Block party bag (thundersticks, clappers, 10 Sidewalk Squad T-shirts)
- Signage on your sponsored mile
- Recognition in race day program
- Recognition in post-race results
- Recognition in newsletter and on marathon web site
- Two (2) race entries (entry deadline: December 8, 2009)
- Two (2) VIP breakfast invitations
- Two (2) charity luncheon invitations



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### 2010 Chevron Houston Marathon **Run for a Reason Program**

Below is a list of the Chevron Houston Marathon's official charities for the 2009-2010 race season. You can make your charitable contribution to any of the organizations that are currently part of the program.

For more information about our charities, please visit the Run for a Reason tab on our web site at [www.chevronhoustonmarathon.com](http://www.chevronhoustonmarathon.com). For more information on how to make a donation, please contact Kimberly Hall, [kimberly@chevronhoustonmarathon.com](mailto:kimberly@chevronhoustonmarathon.com), or 713-957-3453.

#### **Official 2009-2010 Run for a Reason Charity Participants:**

3 "A" Bereavement Foundation  
Action Ministries Houston, Inc.

AIDS Foundation Houston  
Alzheimer's Association,  
Houston & Southeast Texas Chapter

American Cancer Society  
American Diabetes Association  
American Heart Association  
ASHA for Education

Best Buddies

Bo's Place

The Cade R. Alpard Foundation  
for Pediatric Liver Disease

CanCare, Inc.

Child Advocates, Inc.

Children's Miracle Network  
at Texas Children's Hospital

Citizens for Animal Protection

Cystic Fibrosis Foundation

Elves and More

ESCAPE Family Resource Center

Houston Area Parkinson Society

Houston Food Bank

Houston Humane Society

Houston Marathon Foundation

Houston SPCA

The Leukemia & Lymphoma Society

Living Water International

Lupus Foundation of America,  
TX Gulf Coast Chapter

Marathon Kids

Neuhaus Education Center

Northwest Assistance Ministries

Organization for Autism Research

Palmer Drug Abuse Program

The Parish School

Pink Ribbons Project

Prepared 4 Life

Presbyterian Children's Home and Services

REACH Unlimited

San Jose Clinic

Sheltering Arms Senior Services

Snowdrop Foundation

Spaulding for Children

The Sunshine Kids Foundation

Susan G. Komen Foundation for the Cure,  
Houston Affiliate

Texas Center for the Missing

Todd Kramptiz Foundation

Tourette Syndrome Association

Vanessa's Big Heart

Young Texans Against Cancer



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### 2009 Chevron Houston Marathon **Demographics**

- 22,500 runners in three races: marathon, half marathon, 5K
- 47% female
- 53% male
- 56% have an annual household income over \$100,000
- 82% are between the ages of 25 and 54
- 75% are from the Greater Houston area
- 25% are from outside the Greater Houston area
- 92% are from Texas
- 99% are from the U.S., all 50 states
- 1% are from 24 foreign countries
- 200,000+ spectators
- 1,000,000 television viewers
- Two-day EXPO attracts 60,000+ attendees
- 12,000,000+ web site hits
- \$1M+ raised for charity
- 37th consecutive year




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### 2010 Chevron Houston Marathon Sidewalk Squad Commitment Form

Please fill out and return this contract along with payment to ensure your participation in the Sidewalk Squad program.

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Run for a Reason Charity to receive donation: \_\_\_\_\_

\*For a complete list of Run for a Reason charities, please visit:

[http://www.chevronhoustonmarathon.com/Marathon/Run\\_for\\_a\\_Reason.htm](http://www.chevronhoustonmarathon.com/Marathon/Run_for_a_Reason.htm)

Total Amount of Donation:

**RECORD HOLDER - \$10,000**

- Amount to charity: \$9,000

- Amount to Houston

Marathon Foundation: \$1,000

**OLYMPIAN - \$7,500**

- Amount to charity: \$6,750

- Amount to Houston

Marathon Foundation: \$750

**CHAMPION - \$5,000**

- Amount to charity: \$4,500

- Amount to Houston

Marathon Foundation: \$500

Please submit two (2) checks to the address listed below: one (1) payable to the charity of your choice and one (1) payable to the Houston Marathon Foundation. The Houston Marathon will submit your check to the charity of your choice upon receipt.

If paying by credit card, please complete the information below and your card will be charged the total amount donated. The Houston Marathon will send the amount owed to the charity via check.

Name On Card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

(MasterCard, Visa or Discover **ONLY**)

Billing Address: \_\_\_\_\_

Street

City

St

ZIP

Signature: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Please return form with your payment to: Chevron Houston Marathon, Attn: Sidewalk Squad, 720 N. Post Oak Rd., Suite 100, Houston, TX 77024.

If you have questions, please contact Kimberly Hall, [kimberly@chevronhoustonmarathon.com](mailto:kimberly@chevronhoustonmarathon.com), or 713-957-3453.