



2017 SPONSORSHIP PACKAGE

WHY SPONSOR?

Every year, the gap between The Seaside School standard of excellence and the funding provided by the state seems to grow more and more. There are either funding cuts or we simply want more for the students. In any case, the shortfall is significant each year. Your sponsorship helps reduce class size. Your sponsorship helps provide middle school and high school students the opportunity to participate in elective classes for gardening, music, art, modern jazz and ballet, an award winning robotics program, advanced placement classes, the Duke of Edinburgh International Award program as well as career-readiness industry certification courses. Great things are happening at the Seaside School - Thanks to you!

Your support is needed.

100% of the race weekend profits benefit the Seaside School, a tuition-free, local neighborhood school serving students who not only live along Hwy. 30-A, but also across Walton County. The Seaside School opened in 1996 to thirty-six students, two faculty members, and one administrator serving students in sixth through eighth grades. Today, the school has expanded to fifth through twelfth grades serving over 330 students and currently moving forward to add grades K-4.

Your sponsorship makes a great impact, and here's what some of our students are saying:

"...I like the mentoring program because it is a great opportunity for us to learn about different jobs and what people do..." - 7th grade girl

"...My favorite thing about SNS is the small class sizes because we have more hands on activities and one on one time...I have learned to be more organized..." - 7th grade boy

"...My favorite thing about SNS is the great teachers that make my learning fun and interactive..." - 7th grade boy

"...My favorite thing about SNS is the race weekend and how all the students participate and help with everything..." - 8th grade girl



FUN FACTS ABOUT THE 2016 RACE WEEKEND:

- The Race Weekend brought over 10,000 visitors to the area.
- The 2nd Annual Taste of the Race and 14th Annual Race were sold out events.
- Runners traveled from 40 states and two countries, with 78% coming from FL, AL and GA, and 36% of the runners traveled with four or more guests.
- 76% of our runners were female.
- 81% of our runners were between the ages of 30-64.
- Repeat runners made up 51% of our participants.
- 6% of the runners visited the Beaches of South Walton for the first time.
- 39% of our event attendees required paid lodging and the average length of stay was 2.5 nights.

QUESTIONS ABOUT SPONSORSHIP?

Contact Alicia Butler, cell: (850) 685-8196 or alicia@seasideschoolfoundation.org



Thank you for supporting The Seaside School!

RACE SPONSORS MAKE IT HAPPEN!

KEY DATES to REMEMBER

AUG 30 - Race Registration Opens to Runners

DEC 1 - Race Sponsor Commitment Form Due

JAN 4 - FINAL Deadline for Sponsor Race Entries

JAN 5 - Silent Auction Items Due

MAR 3-5 - Race Weekend!



Sponsorship Benefits	Diamond Plus Sponsor over \$10,000	Diamond Sponsor \$10,000	Platinum Sponsor \$7,000	Gold Sponsor \$5,000	Silver Sponsor \$3,000	Bronze Sponsor \$1,000
Promoted during the Taste of the Race	■	■				
Banner (up to 8'Wx3'T) near race finish line	■	■				
Logo printed on runner goody bags	■					
Blog on race website home page (sponsor to provide blog)	■	■	■			
Sponsor <u>logo</u> on race website home page with link to sponsor website	■	■	■			
Sponsor <u>logo</u> on race website sponsor page with link to sponsor website	■	■	■			
Sponsor <u>name listed</u> on race website sponsor page				■	■	■
Accommodation sponsors will be listed in an email blast sent to runners	■	■	■	■		
Accommodation sponsors will be listed on the race website, race weekend/travel tips	■	■	■	■	■	■
Sponsor <u>logo</u> on "Thank You" boards	■	■	■			
Sponsor <u>name listed</u> on "Thank You" boards				■	■	■
Expo table (electricity available for platinum and above sponsors)	■	■	■	■	■	
Sponsor <u>logo</u> on race t-shirts	■	■	■			
Sponsor <u>name listed</u> on race t-shirts				■		
Sponsor name or logo may be placed in advertising	■	■	■	■		
Taste of the Race VIP Tickets	2					
Taste of the Race General Admission Tickets		2	2			
Sponsor may provide silent auction donation	■	■	■	■	■	■
Sponsor may distribute product/flyers to runners in 4,500 goody bags	■	■	■	■	■	■
Race entries (can be variation of Half Marathon and/or 5K - Runner will receive a Vera Bradley bag and race t-shirt)	10	8	6	5	4	2
Full page (8"wide x 10" tall) ad in yearbook	■	■				
Half page (8"wide x 5"tall) ad in yearbook			■			
Quarter page (3.5"wide x 5"tall) ad in yearbook				■		
Sponsor <u>name listed</u> in yearbook					■	■
Sponsor name listed in school newsletters	■	■	■	■	■	■
Promote your company spirit along the race course on race day	■	■	■	■	■	■



A BIG THANK YOU!!!

PRESENTING SPONSOR

OUR 2016 SPONSORS

Vera Bradley

DIAMOND & DIAMOND PLUS SPONSORS



PLATINUM SPONSORS



GOLD SPONSORS

Beachy Beach Real Estate, Bella Flora, Chicken Salad Chick, Chi-Mar Construction, LLC, GreenEarth Landscape Services, LLC, Henderson Barrett, LLC, Modus Photography

View additional sponsors, www.RunSeasideFL.com

SILVER SPONSORS

Amavida Coffee & Tea, Big Daddy's Bike Shop, Cabana Man, Carousel Supermarkets, Coca-Cola United Bottling Co., Community Choice Financial, Congressman Jeff and Vicki Miller, Counts Real Estate, Dermatology Specialist of Florida/Aqua Medical Spa, E.F. San Juan, Inc., Electric Cart Company, Fired Up Paint Your Own Pottery, Five Star Beach Properties, Fusion Art Glass, Grand Fitness, Great-Southern Cafe, Nestle Waters North America, Newman-Dailey Resort Properties, Porath & Associates, P.A., Portofino Island Resort, PT Solutions, Running Wild, The Seaside Institute, The Seaside Style, The Walton Sun



RACE WEEKEND HIGHLIGHTS

