Sponsorship Opportunities

The **Capes & Crowns Fun Run and 5K** is the newest race to celebrate an active family lifestyle and support local charity efforts. With 100% of the proceeds benefitting local education in Northwest Florida, this race is all about fun! With 500+ runners expected to participate the first year, this is a fantastic family race in SanDestin's Baytowne Wharf Resort located in beautiful Beaches of South Walton.

Event Description

Get ready to dress-up as your favorite superhero or glittering princess — the Capes and Crowns Fun Run and 5K at the Village of Baytowne Wharf will be magical for the entire family! ***Register at http://capesandcrowns.com.*** *100% of proceeds benefit local education efforts! Packet pick-up occurs from 10am-2pm on race day, Saturday, Jan. 31, 2015. The 5K begins at 3pm and the Fun Run at 4:30pm. Sponsored by The Village of Baytowne Wharf and Abrakadoodle Art Education, the race festivities will include face painting, festive party and an outdoor family movie showing. The 5K is a timed race and cash prizes for the top overall finishers of the 5K (Overall Male/Overall Female). Fun for the entire family and all ages!*

Why Sponsor?

Our goal is to raise $15,000 for local education efforts. To reach our goal, we are seeking support from local businesses.

Sponsoring the Capes & Crowns Fun Run and 5K provides your company with the wonderful opportunity to reach new customers, build a brand that promotes healthy living and local charities.

In addition to your sponsorship being just a **great, generous donation** to local education efforts, there are many **business benefits** of sponsorship:

- *Increasing brand loyalty in our small community and to visitors*
- *Brand differentiation*
- *Changing/strengthening brand image*
- *Creating company or product awareness and visibility*
- *Driving retail traffic or sales with race packet coupons*
- *Highlighting community responsibility and social responsibility*
- *Building new and deeper community networks*
- *Enhancing company's credibility and educating the public about products and services*
- *The opportunity to have the public sample a new product or provide demonstration of a product or service*
- *Opportunity for entertaining clients – great opportunity with athletic events*
- *Targeting a niche market of loyal Northwest Florida visitors, snowbirds, locals and part-time residents*

CAPES
& CROWNS
FUN RUN + 5K
JANUARY 31, 2015
THE VILLAGE OF BAYTOWNE WHARF
10AM-2PM: PACKET PICK-UP
3PM: 5K STARTS
4:30PM: FUN RUN STARTS
5PM: OUTDOOR MOVIE - DISNEY'S "FROZEN"
DRESS-UP AS YOUR FAVORITE SUPERHERO OR GLITTERING PRINCESS!
FAMILY FUN WITH FACE PAINTING BY ABRAKADOODLE, PRIZES, GAMES FOR KIDS AND MUCH MORE!
EARLY BIRD REGISTRATION: 5K $35 FUN RUN $20
100% OF PROCEEDS BENEFIT LOCAL EDUCATION EFFORTS!
TIMED RACE AND CASH PRIZES FOR TOP THREE FINISHERS.
MAGICAL FUN FOR THE ENTIRE FAMILY!
REGISTER ONLINE AT
CAPESANDCROWNS.COM
The Tree House
Episcopal Montessori School
The Village of
BAYTOWNE WHARF
at SANDESTIN
abrakadoodle
OUTRIGHT
SOCIAL
COMMUNICATION

The Sponsorship Levels

Silver Level: $250

- Name and logo on the race T-shirt
- Two (2) complimentary 5K or Fun Run race entries
- Include flyers or information about your business in race packets
- Table to promote your business during Packet Pick-Up

Gold Level: $700

- Name and logo on the race T-shirt
- Six (6) complimentary 5K or Fun Run race entries
- Include flyers or information about your business in race packets
- Table to promote your business during Packet Pick-Up
- Recognition as a Gold sponsor of the race – Race Director will give a special thanks to your company/owner at the awards ceremony

Platinum Level: $1,200 *Limited Availability*

- Recognition as a Platinum Sponsor of the race – Race Director will give a special thanks to your company/owner at the awards ceremony
- Opportunity to presents awards for race winners
- Logo on Race Bib for 5K runners
- Name and logo on the race T-shirt
- Ten (10) complimentary 5K or Fun Run race entries
- Include flyers or information about your business in race packets
- Table to promote your business during Packet Pick-Up

The Sponsorship Agreement

This Sponsorship Agreement (the "Agreement") is entered into effective as of the date set forth on the signature page hereto (the "Effective Date") by and between the Capes & Crowns Fun Run and 5K event organizers operating within the organization The Tree House Episcopal Montessori School, a Florida non-profit group with 501c3 status (hereon forth referred to as the "The Tree House") and the sponsor set forth on the signature page hereto ("Sponsor"). In consideration of the mutual covenants contained herein and for other good and valuable consideration the parties hereby agree as follows:

1. SPONSOR DELIVERABLES
    a. Sponsor Payments. Sponsor will provide sponsor donation to The Tree House upon commitment to sponsorship. In-kind donations will be arranged by The Tree House on a case-by-case basis.
    b. The Tree House has permission to use of Sponsor Name and Logos for event and include on all pre-approved marketing materials related to the event. Sponsor grants The Tree House the non-exclusive right to use the Sponsor name and logos as part of press releases, marketing, advertising, and promotional materials solely in connection with the Capes & Crown Fun Run and 5K event project. Any such use shall be subject to Sponsor's prior review and written consent. Sponsor reserves all rights not otherwise expressly granted herein. The license gives The Tree House limited rights to use Sponsor's name and logos. The Tree House does not become the owner of, and Sponsor retains title to, such Sponsor names and logos.
2. 30A10K DELIVERABLES
    a. The Tree House Deliverables. The Tree House will deliver the appropriate sponsorship level promised items (see sponsorship packet).
    b. Sponsor Use of The Tree House Name and Logos. The Tree House grants Sponsor the non- exclusive right to use the Capes & Crown Fun Run and 5K name and logos as part of press releases, marketing, advertising and promotional materials solely in connection with Sponsor's sponsorship of The Tree House for the 2015 race. Any such use shall be subject to The Tree House's prior review and written consent. The Tree House reserves all rights not otherwise expressly granted herein. The license gives Sponsor limited rights to use The Tree House's Capes and Crowns Fun Run & 5K name and logos. Sponsor does not become the owner of, and The Tree House retains title to, such The Tree House/ Capes & Crowns Fun Run and 5K's name and logos. The foregoing license specifically excludes any right to use of The Tree House name or logos in any series of Sponsor's products or services or for similar commercial purposes, and the parties may enter into a separate agreement on mutually acceptable terms with respect to any such commercial rights.
3. CONFIDENTIALITY
    Each of the parties (the "Receiving Party") shall maintain the confidentiality of this Agreement and all confidential information of the other party (the "Disclosing Party") and shall not release, disclose or divulge any such confidential information without the prior written consent of the other party prior to the event date or prior information released to the media. The Receiving Party may only use and copy such confidential information as is necessary to carry out its activities contemplated by the Agreement (but subject to the provisions thereof) and for no other purpose. The Receiving Party may disclose confidential information to its employees, personnel, subcontractors and representatives on a "need to know basis", provided that it shall first instruct such employees and personnel to maintain the confidentiality thereof. A Disclosing Party's confidential information shall not include information that: (a) is or becomes a part of the public domain through no act or omission of the Receiving Party; (b) was in the Receiving Party's lawful possession prior to the disclosure and had not been obtained by the Receiving Party either directly or indirectly from the Disclosing party; (c) is lawfully disclosed to the Receiving Party by a third party without restriction on disclosure; (d) is independently developed by the Receiving Party; or (e) is required by applicable law to be disclosed.

Signed Sponsorship Agreement

This Agreement, including any exhibits hereto, contains the entire agreement between the parties with respect to the subject matter hereof and supersedes all prior negotiations, representations and proposals, written or oral, relating to such subject matter. No supplement, modification or waiver of this Agreement shall be binding unless executed in writing by both parties.

Proceeds from the 2015 Capes & Crowns Fun Run and 5K event will benefit The Tree House Episcopal Montessori School.

IN WITNESS WHEREOF the parties hereto have executed this agreement as of the date first written above.

The Tree House Episcopal Montessori School, registered religious and non-profit 501c3

Address: 480 N. County Highway 393, Santa Rosa Beach, FL 32459 Phone: (850) 622-9771

Email: info@thetreehousectk.org

SPONSOR BUSINESS NAME: _____

Name: _____Title: _____

Address: _____

Tel: _____ Email: _____

Facebook URL: http://facebook.com/_____

Website: _____

Date: _____

Sponsor Signature: _____

The Tree House/Capes & Crowns Fun Run and 5K Representative Signature: _____

Please email or mail the signed registration form to info@thetreehousectk.org or your specific contact representing the race. Please make checks payable to The Tree House and deliver/mail to The Tree House Episcopal Montessori School, 480 N. County Highway 393, Santa Rosa Beach, FL 32459.

Questions? Call Michelle Uhlfelder at 850-865-7622.

Office Use

Checklist of deliverables:

Signed Contract: _____ Logo (High Resolution): _____ Check: _____ Promocode for Comp Tickets: _____