



2016 Santa Run Texas Sponsor Form

Saturday - December 10, 2016



**DR PEPPER SNAPPLE GROUP HEADQUARTERS
5301 LEGACY DRIVE | PLANO, TEXAS 75024**

SPONSORSHIP LEVELS

North Pole Presenting Sponsor **\$20,000** *Sold*

- 20' x 10' vendor booth area (includes 2 6' tables and 4 chairs)
- Premium placement of booth
- Recognition on event collateral and website
- Opportunity to speak from the podium for 2 minutes
- Recognition on event van
- Specific social media spotlight prior to event
- Recognized in press release one month prior to event
- Logo on event t-shirts & event emails with click through
- Listing in quarterly email newsletters (September & December)
- Logo on main stage
- VIP Parking
- Virtual goody bag - Promotional opportunity included
- 100 complimentary registrations (includes Santa Suits)

Holiday Entertainment Sponsor **\$10,000**

- 10' x 10' vendor booth area (includes 1 table and 2 chairs)
- Premium placement of booth
- Recognition on event collateral
- Opportunity to speak from the podium for 1 minute
- Recognition on event van
- Specific social media spotlight prior to event
- Recognized in press release one month prior to event
- Logo on event t-shirts & event emails with click through
- Listing in quarterly email newsletters (September & December)
- Logo on stage banner(s)
- VIP Parking
- Virtual goody bag - Promotional opportunity included
- 50 complimentary registrations (includes Santa Suits)

Santa's Workshop Sponsor **\$7,500**

Santa's Sleigh (1 Available)

- Initial
- 10' x 10' vendor booth area (includes 1 table and 2 chairs)
 - Premium placement of booth
 - Recognition on event collateral and website
 - Logo on event t-shirts & event emails with click through
 - Listing in quarterly email newsletters (September & December)
 - Logo on stage banner(s)
 - 10 parking permits for premium spaces
 - Virtual goody bag - Promotional opportunity included
 - 30 complimentary registrations (includes Santa Suits)
 - *Sponsor will provide vehicles to host Santa and dignitaries during start of race*

Wonderland Activity Sponsor **\$5,000**

- 10' x 10' vendor booth area (includes 1 table and 2 chairs)
- Recognition on event collateral and website
- Logo on event t-shirts
- Logo on stage banner(s)
- 3 parking permits for premium spaces
- Virtual goody bag - Promotional opportunity included
- 20 complimentary registrations (includes Santa Suits)

Santa's Playground (1 Available)

- Initial
- 10' x 10' vendor booth area (includes 1 table and 2 chairs)
 - Premium placement of booth
 - Recognition on event collateral and website
 - Logo on event t-shirts & event emails with click through
 - Listing in quarterly email newsletters (September & December)
 - Logo on stage banner(s)
 - 10 parking permits for premium spaces
 - Virtual goody bag - Promotional opportunity included
 - 30 complimentary registrations (includes Santa Suits)
 - *Sponsor will oversee the activities provided for children*

Reindeer Games Fitness Sponsor **\$3,000**

- 10' x 10' vendor booth area (includes 1 table and 2 chairs)
- Recognition on event collateral
- Opportunity to speak from the podium for 30 seconds
- Logo on event t-shirts
- Logo on stage banner(s)
- Virtual goody bag - Promotional opportunity included
- 5 complimentary registrations (includes Santa Suits)

Santa's Helper Booth Sponsor **\$1,500**

- 10' x 10' vendor booth area (includes 1 table and 2 chairs)
- Logo on stage banner(s)
- Virtual goody bag - Promotional opportunity included
- 1 complimentary registration (includes Santa Suit)

Donation Only \$ _____

Enter amount above

All proceeds benefit



SPONSOR INFORMATION

Company Name: _____
Contact Name: _____
Address, City, State, Zip: _____
Phone: _____
Email: _____

- Please use company logo provided on event collateral
 Sponsor must provide a high resolution format of company logo, if applicable.
 Please submit in an .eps or .pdf file format. Sponsor authorizes My Possibilities
 to publish logo on printed materials.



PAYMENT INFORMATION

Today's Date: _____ **Name as it should appear on print materials:** _____

TOTAL DUE \$ _____ **Card Type:** MC AX Discover Visa

Name on Card: _____ **Card Number:** _____

Billing Address: _____ Enter complete credit card number

Billing Zip: _____ **Exp. Date:** _____ **CVV:** _____

Information provided will remain secure and will be used for the sole purpose of the 2016 Santa Run Texas.

DEADLINE TO SPONSOR IS OCTOBER 21, 2016. Make checks payable to My Possibilities. Mail completed forms to My Possibilities, Attention: Jana Pugh, 1631 Dorchester Drive Plano, TX 75075 or email form events@mptx.org. The non-deductible portion of sponsorships is dependent on the level of sponsorship. Sponsorships will be based on a first-come, first-serve basis. For details or assistance, please feel free to contact Jana Pugh by calling (469) 241-9100, extension 6106.



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SPONSOR DETAILS

Submission of the sponsorship form acknowledges you have read and understand the following terms:

All sponsors will be requested to provide and adhere to the following event requests and requirements:

- Post Santa Run Texas on company website with link to SantaRunTexas.org by October 19, 2016.
- Post/tag My Possibilities on social media outlets including Facebook, Twitter, Instagram, blogs, etc.
- Display event posters and collateral prominently in your business. Collateral will be provided by My Possibilities.
- Provide a fun and interactive environment with games, activities, giveaways, etc. at your booth, if applicable.
- Provide staff to man sponsor booth on race day. Booths must be set up by 7:30 am and open until noon.
- Sponsors have creative rights for booth (games, give aways, décor etc.) to maximize awareness but **cannot sell** items to SRT participants.
- Submit a high-resolution digital file of company logo, if applicable.
- Authorization to use names/photos of any personnel or individuals attending the event in marketing materials, publications or other media items.
- Provide a list of names as it should appear in all published collateral relative to respective events.
- Sponsor will not bring any products that directly compete with the Dr Pepper Snapple Group brand(s).

ABOUT THE EVENT

My Possibilities, a non-profit organization dedicated to empowering adults with cognitive disabilities, is holding its 7th Annual Santa Run Texas. This 5K Fun Run & 1 Mile Walk is a family and pet-friendly event that allows participants to dress up in a five-piece Santa suit (included with your registration) and enjoy a morning of free food, fun and fitness! This community-based event is a great way to bring friends, families, businesses and social groups together to celebrate the holiday season while helping raise money to provide advanced educational opportunities for adults with special needs. This year, My Possibilities and their students, lovingly referred to as HIPsters (Hugely Important People), have set a goal of attracting more than 4,000 Santas to participate in the outdoor event.

Both the 5K Fun Run and 1 Mile Walk are presented by Dr Pepper Snapple Group and will be held on Saturday, December 10th at their headquarters located at 5301 Legacy Drive in Plano. The event will include complimentary food, free giveaways, and activities for all ages. The event will host the world's largest snowman bounce house, a life-sized snowglobe for photo opportunities, the 501st Legion, a worldwide Star Wars costuming organization with StormTroopers, and many other fantastic vendors. This year, the Jordan Kahn Orchestra will provide live music, along with the K&C Masterpiece of 105.3 The Fan as the day's emcees. An "official" Santa Claus is on hand to hear children's wish lists and other family-friendly entertainment includes a balloon artist. The Jimmy Kimmel-featured "Butt Sketch Artist®" will also be on hand to create one-of-a-kind art to entertain the crowd! In addition to the recognition given to the winning runners, a number of other awards and prizes will be handed out following the run and walk events. These include the best-dressed pet, best-dressed Santa, the best sleigh and the largest team awards. We will also be collecting new, unwrapped toys before and during the event to donate to Toys for Tots.

Volunteer opportunities are available by emailing volunteer@mptx.org. Please visit www.SantaRunTexas.org for additional information.



WWW.MYPOSSIBILITIES.ORG

THANK YOU FOR YOUR SUPPORT!