

# 5th annual RUNNING FOR WORLD WATER 5K FUN RUN + WALK

SATURDAY, AUGUST 27, 2011  
DOWNTOWN INDIANAPOLIS CANAL



INDIANA COMMITTEE

## SPONSORSHIP OPPORTUNITIES

For the past four years, the AWWA and IWEA Water For People committees have joined to host the Running For World Water 5K. The race has continuously grown allowing the Indiana committee to donate more money to Water For People each year. Without the support of our sponsors, our growing donation to Water For People wouldn't be possible, which is why we need your help! Please see below for information on how Water For People helps people around the world. On the following pages you'll find this year's sponsorship opportunities and a sign-up form. Please contact Todd Oliver at [todd@standingopromotions.com](mailto:todd@standingopromotions.com) or 317-407-8489.

### ALL PROCEEDS DONATED TO WATER FOR PEOPLE



Water For People is an international nonprofit organization committed to the long term impact of increased access to safe drinking water and improved sanitation and health. Water For People helps people in developing countries improve their quality of life by supporting the development of locally sustainable drinking water resources, sanitation facilities and health and hygiene education programs.



A young girl in India enjoys a safe drink of water.

### WATER FOR PEOPLE'S GUIDING PRINCIPLES

**We believe in people.** We believe in the dignity of all people and that access to safe drinking water and effective sanitation are basic human rights.

**We keep it local.** We believe that drinking water, sanitation and hygiene problems are most effectively solved using local resources. Local communities must be the driving force in all of our programs to make sure solutions are sustainable.

**We keep good company.** We believe in the power of partnerships. We search out trusted partners who share our vision and work together to build long term relationships based on trust.

**We keep our promises.** We believe we owe it to the communities we serve, our volunteers, staff and donors to keep our promises and manage our resources effectively and efficiently.

### BY THE NUMBERS

2007 - 120 participants / 11 sponsors / \$8,756 raised  
2008 - 190 participants / 9 sponsors / \$7,555 raised  
2009 - 267 participants / 15 sponsors / \$10,270 raised  
2010 - 345 participants / 18 sponsors / \$12,596 raised  
**2011 Goal**  
450 participants / \$15,000 raised

# 5<sup>th</sup> annual



# RUNNING FOR WORLD WATER 5K FUN RUN + WALK SPONSORSHIP OPPORTUNITIES



INDIANA COMMITTEE

## WORLD WATER LEADER (\$5,000) – TITLE SPONSORSHIP

- ⇒ **Exclusivity**, and first right of refusal for the 2012 event
- ⇒ **Naming Rights Partner**: “The XXX Running for World Water” event. Also includes naming rights to after-party event.
- ⇒ **Philanthropic**: Ensures water and sanitation to a small village – 18 families of four – in the developing world for a lifetime!
- ⇒ **Promotional Benefits**: Company logo featured prominently on the following:
  - printed event material,
  - front as well as back of 350+ event shirts (largest logo)
  - event website and Facebook page
  - sponsor board and where available/able to accommodate company banners at other Indiana Section AWWA and IWEA WFP events
  - recognition in the Indiana Section AWWA's Newsleaks publication and IWEA's Digester
  - recognition in pre-event promotional material for the 2012 event
- ⇒ **Race Day**:
  - recognition during event
  - opportunity to address the crowd at start of race
  - company banners displayed at registration table and start/finish line
  - promotional table at the race
  - opportunity to include up to 2 promotional items in registration bag (and/or provide single logo/named bags for holding promotional items
  - complimentary event admission for 10 people

## VILLAGE (\$2,500)

- ⇒ **Philanthropic**: Ensures water and sanitation to *nine* families of four in the developing world for a lifetime!
- ⇒ **Promotional Benefits**: Company logo featured prominently on the following:
  - printed event material
  - back of 350+ event shirts
  - event website and Facebook page
  - sponsor board at other Indiana Section AWWA and IWEA WFP events
  - recognition in the Indiana Section AWWA's Newsleaks publication and IWEA's Digester
  - recognition in pre-event promotional material for the 2012 event
- ⇒ **Race Day**:
  - recognition during event,
  - promotional table at the race
  - opportunity to include 1 promotional item in race registration bag
  - complimentary event admission for 7 people

## PIPELINE (\$1,500)

- ⇒ **Philanthropic**: Ensures water and sanitation to *five* families of four in the developing world for a lifetime!
- ⇒ **Promotional Benefits**: Company logo displayed on the following:
  - printed event material
  - back of 350+ event shirts
  - event website and Facebook page
  - sponsor Board at other Indiana Section AWWA and IWEA WFP events
  - recognition in the Indiana Section AWWA's Newsleaks publication and IWEA's Digester
  - recognition in pre-event promotional material for the 2012 event
- ⇒ **Race Day**:
  - recognition during event
  - promotional table at the race
  - opportunity to include 1 promotional item in race registration bag
  - complimentary admission for 5 people

## WELL (\$500)

- ⇒ **Philanthropic**: Ensures water and sanitation to *two* families of four in the developing world for a lifetime!
- ⇒ **Promotional Benefits**: Company logo displayed on the following:
  - printed event material
  - back of 350+ event shirts
  - event website and Facebook page
  - recognition in the Indiana Section AWWA's Newsleaks publication and IWEA's Digester
  - recognition in pre-event promotional material for the 2012 event
- ⇒ **Race Day**:
  - complimentary admission for 2 people

## PUMP (\$250)

- ⇒ **Philanthropic**: Ensures water and sanitation to a family of four in the developing world for a lifetime!
- ⇒ **Promotional Benefits**: Company name displayed on the following:
  - printed event material,
  - back of 350+ event shirts,
  - event website and Facebook page,
  - recognition in the Indiana Section AWWA's Newsleaks publication and IWEA's Digester
  - complimentary admission for 1 person
  - recognition in pre-event promotional material for the 2012 event

## PROMOTIONAL (LESS THAN \$250)

- Company name on 350 + event shirts

# 5<sup>th</sup> annual RUNNING FOR WORLD WATER 5K FUN RUN + WALK



INDIANA COMMITTEE

## SPONSORSHIP AGREEMENT FORM

### Sponsorship Level Commitment (Initial level to accept)

World Water Leader - Title Sponsor Package - \$5,000 \_\_\_\_\_

Village - Premium Sponsor Package - \$2,500 \_\_\_\_\_

Pipeline Sponsor Package - \$1,500 \_\_\_\_\_

Well Sponsor Package - \$500 \_\_\_\_\_

Pump Sponsor Package - \$250 \_\_\_\_\_

Promotional Sponsor - \$ \_\_\_\_\_

If you have other ideas for sponsorship participation, please contact any committee member to discuss.

All sponsors will receive a letter acknowledging tax deductible portion of contribution

**An electronic logo for print materials is due immediately following acceptance. Please submit logo by email to [Todd@standingopromotions.com](mailto:Todd@standingopromotions.com)**

### PLEASE CHECK SPONSORSHIP LEVEL ABOVE AND COMPLETE THE FORM BELOW

Name \_\_\_\_\_ Company \_\_\_\_\_

Street Address \_\_\_\_\_

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

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

### IF PAYING BY CREDIT CARD PLEASE COMPLETE THE FOLLOWING

MasterCard     VISA     American Express     Discover

Total to Pay \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Cardholder Name (printed) \_\_\_\_\_ Cardholder Signature \_\_\_\_\_

### MAKE CHECKS PAYABLE TO

Indiana Section AWWA  
Attn: 5K Run Run  
P.O. Box 534, Nashville, IN 47448  
Fax: 866-215-5966