



2012 IDES HOT CHOCOLATE 10K 1K Kids Hill Climb & Marshmallow Dash

10K Capped at: 1250 runners

ADVERTISING / SPONSORSHIP PROGRAM

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The Isaac Dickson Hot Chocolate 10K, 1K Kids Hill Climb and Marshmallow Dash, now in its 5th year, is an annual fundraiser for the Isaac Dickson Elementary School Parent Teacher Organization in Asheville, North Carolina.

"Quickly becoming one of North Carolina's most popular road races, the Hot Chocolate 10k in Asheville is a tasty mid-winter treat for runners at a time when good races are few and far between."

- Running blogger, Richard Hefner from post in Jan. 2010 on old-runner.com

Comments about past sponsors of our event:

- "I try to support your sponsors."
- "LOVED having the shoes there for \$35 each--what a deal!"
- "The sponsors were fantastic!"

A UNIQUE ADVERTISING OPPORTUNITY FOR YOUR BUSINESS

- **10K Presenting Sponsorship - \$3000 (Taken!)**
 - TOP Logo advertisement and link position on each page of our website. Top of page!!! 1000w X 75h pixels.
 - Opportunity to hang banner(s) in prominent locations near the start/finish line.
 - TOP LOGO and "RACE PRESENTED BY" on Posters if received before printing in December (12/9/2011).
 - Top Position LOGO and link uploaded to imAthlete registration page – only way for runners to register!
 - Free space for 8 foot table at the race venue during both packet pickup on Friday and on race day - must provide table.
 - Logo and link in all email press releases - top of each email!
 - Your company information and link on website sponsor page (Presenting Sponsor section) valid until July 2012.
 - Your company information listed and linked in previous sponsor pages in subsequent years (ex: for 2013 race).
 - Listed on back of t-shirt in large font (TOP position).
 - Facebook (currently ~ 700 followers) and Twitter "Thank you to our Presenting Sponsor" shout-out with logo/link.
 - Industry exclusivity among all sponsors.
 - 10 complimentary race entries. Great for getting a group of your employees to train and run together!
- **4 Cup Sponsorship - \$1500/each**
 - Prime Logo and link position on each page of our website. Left side, below race stats. 275w X 75h pixels.
 - Opportunity to hang banner(s) in prominent locations near the start/finish line.
 - LOGO on Posters if received before printing in mid-December (12/9/2011).
 - Logo and link uploaded to imAthlete registration page - above 3 cup sponsors.
 - Free space for 8 foot table at the race venue during both packet pickup on Friday and on race day - must provide table.
 - Logo and link in all email press releases (4 cup section).
 - Your company information and link on website sponsor page (4 cup section) valid until July 2012.
 - Your company information listed and linked in previous sponsor pages in subsequent years (ex: for 2013 race).
 - Listed on back of t-shirt in medium large font (4 cup section).

- Facebook (currently ~ 700 followers) and Twitter "Thank you to our new 4CUP sponsor" shout-out with logo/link.
 - 5 complimentary race entries. Great for getting a group of your employees to train and run together!
- **3 Cup Sponsorship - \$750/each**
 - Listing on Posters if received before printing in December (12/9/2011).
 - Free space for 6 foot table at the race venue during packet pickup on Friday and on race day - must provide table.
 - Logo and link in all email press releases (3 cup section).
 - Logo and link on each page of our website (bottom of page, 3 cup section) and uploaded to imAthlete registration page.
 - Your company information and link on website sponsor page (3 cup section) valid until July 2012.
 - Your company information listed and linked in previous sponsor pages in subsequent years (ex: for 2013 race).
 - Listed on back of t-shirt in medium font (3 cup section).
 - Facebook (currently ~ 700 followers) and Twitter "Thank you to our new 3CUP sponsor" shout-out with logo/link.
 - 3 complimentary race entries.
- **2 Cup Sponsorship - \$500/each**
 - Free space for 6 foot table at the race venue during both packet pickup on Friday and on race day - must provide table.
 - Logo and link in all email press releases (2 cup section).
 - Logo and link on each page of our website (bottom of page, 2 cup section).
 - Your company information and link on website sponsor page (2 cup section) valid until July 2012.
 - Your company information listed and linked in previous sponsor pages in subsequent years (ex: for 2013 race).
 - Listed on back of t-shirt in medium small font (2 cup section).
 - Facebook (currently ~ 700 followers) and Twitter "Thank you to our new 2 CUP sponsor" shout-out with logo/link.
 - 2 complimentary race entries.
- **1 Cup Sponsorship - \$250/each**
 - Listing and link in all email press releases (1 cup section).
 - Your company information and link on website sponsor page (1 cup section) valid until July 2012.
 - Your company information listed and linked in previous sponsor pages in subsequent years (ex: for 2013 race).
 - Listed on back of t-shirt in small font (1 cup section).
 - Facebook (currently ~ 700 followers) and Twitter "Thank you to our new 1CUP sponsor" shout-out with logo/link.
 - May place literature on our Sponsorship table during packet pickup on Friday and on race day.
 - 1 complimentary race entry.

SPECIAL SPONSORSHIPS

- **Mile Marker Sponsorship – \$1500 (only 1 available)**
 - Your logo on six new 13 foot high mile markers to be used by our race for the 2012, 2013, and 2014 races.
 - Significant mention in email press release, Facebook, and Twitter about 2012 mile markers.
 - Significant mention on NEW website page about mile markers with your logo and image of new markers.
 - 3 Cup Sponsorship for this year's race.
- **Water Stop Sponsorship - \$800 (only 4 available)**
 - Will hang your banner at your water stop - you must provide a banner (stand preferred if you have one).
 - Significant mention in email press release, Facebook, & Twitter about water stops.
 - 2 Cup Sponsorship for this year's race.

Sponsorship can either be paid for through cash or check made payable to the IDES PTO or in value of goods or services of an agreed upon value. The IDES PTO reserves the right to accept Goods in Kind sponsors above the available limit with priority being given to cash sponsorships. Complimentary race entries are not available for Goods in Kind sponsorships. The IDES PTO is a 501(c) (3) charity.

About Isaac Dickson Elementary School

- In 1992-93 Isaac Dickson Elementary School joined the Foxfire Network of Teachers to become only one of two Foxfire elementary schools in the nation. Foxfire is a framework for teaching based largely on the educational ideals of Dewey, Pestalozzi, Montessori, Piaget, and others. The 11 Core Practices of Foxfire that have been developed by Foxfire teachers over the last 20 years serve as a framework for classroom instruction. We believe that these practices enhance the experiential theme of our school.
- Dickson is committed to a child-centered, progressive approach to learning. The staff believes that real life experiences and a “learning by doing” approach is the cornerstone of this Experiential School.
- **Experience...Multiculturalism** - Isaac Dickson Elementary School believes that our cultural diversity is a strength that needs to be celebrated. We welcome a variety of students from diverse backgrounds whether it be racial, ethnic, religious or physically challenged.
- **Experience...Democracy** - One of the primary aims of Isaac Dickson School is to prepare children to be active participants in a democratic society. Students are involved in many decision making activities including the formation of class rules, class projects, class government and school wide government.
- **Experience...Creativity** - by emphasizing processes such as divergent thinking, freedom of expression, and problem solving, the students are encouraged to be creative. These creative processes often take shape as dramatic productions, art displays, writing of various kinds, video productions, computer generated projects and more.
- **Experience...Continuous Progress Classrooms** - At our school the primary division (grades K-2) is divided into **multiage classes** of 5-, 6-, and 7-year olds. Multiage grouping is a pattern already familiar to children because it is like their family and neighborhood where they interact with children of a variety of ages. In this way a student stays with the same teacher for two years.

About the Isaac Dickson Elementary School Parent Teacher Organization

This year the PTO fund will continue to:

- Enable all children to participate in field trips;
- Help pay for bus drivers for field trips;
- Support cultural arts and our artists-in-residence program;
- Support our Learning Garden;
- Provide classroom support funds for teachers;
- Support teacher appreciation events;
- Assist the Media center in expanding and updating materials;
- Provide food, clothing, school supplies, and other emergency support to families of our school; and
- Improve school facilities, including special projects like the flower beds, school sign and the Seth Olson K-2 playground.

About the Running Marketplace

<ul style="list-style-type: none">• 33.7 million American are runners• 38% have been running for 3 years or less• In 2000 there were 5 million new runners• 11.7 million runners have household incomes of \$75,000 or more	<ul style="list-style-type: none">• Ages 18-49 86.30%• College Educated 86.40%• Household income \$50,000+ 72.50%• Average # days run per year 222 days• Own a computer at home 76%
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