

Did You Know?

- American businesses lose an estimated \$60 billion in productivity each year due to employees' lack of basic literacy skills.
- Low health literacy skills increase annual health care expenditures by \$73 billion dollars.
- Today in San Diego County, it's estimated that more than 450,000 adults are lacking basic literacy skills. They have difficulty with tasks such as locating an intersection on a map, balancing their checkbook or reading a utility bill.
- Among adults with below-standard literacy skills, 43% live in poverty and 17% receive food stamps. In contrast, among adults with standard and above-standard literacy skills, fewer than 5% live in poverty and less than 1% receive food stamps.
- Approximately half of U.S. citizens with below basic literacy skills reported voting in the presidential election of 2000 compared to 84% of citizens who had proficient literacy skills.
- The Union-Tribune Race for Literacy has raised over a million dollars to help support local literacy programs through The San Diego Council on Literacy.
- In the 2006-2007 service year, The San Diego Council on Literacy program partners provided free literacy instruction to more than 72,000 local adults and children.
- As a sponsor, you become one of the good guys in the community, helping to conquer illiteracy – a problem that affects us all.

The Union-Tribune Race for Literacy benefits:

THE SAN DIEGO
COUNCIL ON LITERACY
IMPROVING QUALITY OF LIFE

(888) 850-7323 • www.literacysandiego.org



SPONSORSHIP OPPORTUNITIES



Union-Tribune Race for Literacy Kids Magic Mile:
2007 Gold Medal Winner

The Race

What? *San Diego's favorite race!* A week-end of running or walking for the whole community.

When? Union-Tribune Kids Magic Mile
Saturday, May 3, 2008 – 8 a.m.

Union-Tribune 8K Race for Literacy
Sunday, May 4, – 8 a.m.

Where? The Kids Magic Mile starts and finishes in Balboa Park near 6th and Laurel.

The 8K starts near the Aerospace Museum in Balboa Park, runs down scenic Highway 163 and finishes at Pantoja Park on G St.

Who? Everyone. Over 8,000 walkers and runners participate over the weekend.

Why? It's an opportunity to support The San Diego Council on Literacy in its effort to help every San Diegan become literate.

And? It's tons of fun! Everyone gets a cool T-shirt. Each child in the Kids Magic Mile gets a medal and a book. And we all get to celebrate running and reading at the finish line, with food, entertainment, prizes and awards!

For information about the event or sponsorship opportunities, please call:

In Motion, Inc.
(760) 692-2900

Sponsorship Levels

2008 Union-Tribune Race for Literacy
SPONSORSHIP BENEFITS

Race Benefits	HEADLINE NEWS \$40K	SUPER NEWS \$20K	GREAT NEWS \$10K	GOOD NEWS \$5K
Race starter/ride in pace car	✓			
Logo on 8,000 race bibs	✓			
Name included in all radio and TV spots	✓			
Name on mile markers in 8K	✓			
Name in all press releases	✓			
Link from race website to sponsor's website	✓	✓		
Spots on U-T's SignOnRadio and Amplify SD	30	15		
Ad in U-T (quarter-page corporate sponsor)	2	1		
U-T Race for Literacy logo jackets	✓	✓		
Space for company display, inflatable, etc.	✓	✓		
Logo on 9,000 participant and volunteer T-shirts	✓	✓	✓	
Exclusivity in your category	✓	✓	✓	
Link from Council on Literacy's website to sponsor's site	✓	✓	✓	✓
Name/logo on start/finish banner	✓	✓	✓	✓
Corporate banners in finish-line area	12	8	4	2
Logo on 20,000+ promotional post cards	✓	✓	✓	✓
Logo on 250 event posters	✓	✓	✓	✓
Logo on 8,000 race instruction sheets	✓	✓	✓	✓
Logo in U-T race ads	12	8	4	2
Logo in race ads in other publications	4	3	2	1
Verbal recognition by announcer during event	✓	✓	✓	✓
Booth space at finish line both days	✓	✓	✓	✓
Hospitality				
Corporate Hospitality Tent at finish line	✓			
Complimentary race entries	16	8	4	2
Tickets to VIP Brunch in the Sponsors' Hospitality Tent	16	8	4	2

2008 Union-Tribune Race for Literacy
SPONSORSHIP CONTRACT

Name of company: _____

Street address: _____

City: _____ State: _____ ZIP: _____

Contact person: _____ Title: _____

Phone: _____ Fax: _____ E-mail: _____

SPONSORSHIP LEVEL: (check appropriate box)

Headline News Super News Great News Good News

VALUE OF SPONSORSHIP:

1. Cash. \$ _____

2. Gifts in-kind (retail value). \$ _____

3. Media (retail value) \$ _____

Total Contribution \$ _____

SPONSOR'S INFORMATION: _____

(Print name exactly as it should appear on all printed materials)

TERMS AND CONDITIONS:

- Contributor is entitled to the rights and benefits associated with the sponsorship level chosen.
- Contributor understands that certain benefits of contribution require information or input by contributor. Failure to provide the information or input by the dates requested may result in a forfeiture of the benefits for which it was required.
- Failure to pay any portion of your contribution on or before the date due as indicated on this contract or any invoice sent by the Race shall result in a forfeiture of your contribution rights.
- Date of receipt of signed sponsorship contract may impact availability of certain benefits due to production deadlines.

Signature of authorized sponsoring company representative

Printed name and title

Payment enclosed - make checks payable to Union-Tribune Race for Literacy

Payment will be sent upon receipt of invoice or as stated on invoice.

Sorry, we cannot sponsor at this time but wish to make a donation. Donation amount \$ _____

INSTRUCTIONS:

Make a copy for your records, sign and mail original to: Union-Tribune Race for Literacy, 6355 Corte del Abeto #C103, Carlsbad, CA 92011

For sponsorship information, please call **In Motion, Inc. (760) 692-2900**