

ANNUAL HEART TO HEART 5K & 10K RUN/WALK

SATURDAY, JUNE 3, 2023
CREVE COEUR, MO

SPONSORSHIP
OPPORTUNITIES





EVENT OVERVIEW

Creve Coeur Parks and Recreation is hosting the 17th Annual Heart to Heart 5K & 10K Run/Walk, a family-friendly recreation event that attracts hundreds of runners, walkers and spectators. In partnership with local areas businesses, the run raises money for a local charity and Creve Coeur Parks and Recreation events.

LOCATION (Start/Finish)

Millennium Park
2 Barnes West Drive
Creve Coeur, MO 63141

EVENT PROGRAM

7:00a Early Registration
8:00a 5K & 10K Run
9:00a 5K Awards
9:30a 10K Awards
10:00a Close

PAST SPONSORS

New Balance
Committed to Health Chiropractic Center
Smoothie King
Treats Unleashed
First Bank
Big River Running Company
GC Designs
Land Rover St. Louis
Regal Midwest
Drury Inn
Orange Theory Fitness
ProActive Chiropractic
O'Fallon Brewery
Dierbergs



About Creve Coeur Parks and Recreation

Better health, community connections and fun are just a few examples of how Creve Coeur residents benefit from Parks & Recreation services. Our mission is to deliver a variety of recreation programs and services that encourage health, fitness, relaxation and citizen involvement while promoting a strong sense of community for residents of Creve Coeur.

Serving 18,000 Creve Coeur Residents Through Quality Programs & Events

Each year, fees and taxes fund operational expenses required to make programs, parks and facilities succeed. Additional support from our business community will allow our offerings to be even better. By partnering with Creve Coeur Parks and Recreation, you will help provide additional events to the community, enhance current programs, fuel an active and healthy community and enrich the lives of our residents.

Event Details

The course for the event will start and finish at Millennium Park and loop out and back via Mason Road and Mason Manner. The course will be a 5K, with the 10K runners running it twice. Water stops will be provided along the course and drinks and fruit will be provided at the finish. The area around the pavilion is where runners will register and pick up t-shirts before race, as well as check their times and grab snacks after the race. This area will also host sponsor booths. In past years, over 300 runners and walkers have participated. Groups are encouraged to enter and compete against similar organizations/businesses.

Why provide sponsorship?

This event provides a sense of community and a unique opportunity to build local connections, all while supporting health and wellness. Furthermore, as in previous years, the City will continue to support the community by donating up to \$500 of the proceeds to a local charity.

Parks and Recreation		H2H Race Steering Committee
Staff Jason Valvero Natalie Boltan	Parks & Historic Preservation Committee Nanci Allen ~ Richard Darrow ~ Joe Harrison ~ Laura Kleffner ~ Nancy Litzinger ~ Ralph Merola ~ Jamie Cacciabando ~ Matthew Rizzo ~ Teresa Wheeler	Kurt Brown - <i>New Balance</i> Dr. Paul Hyland – <i>Committed to Health Chiropractic Center</i> Tom Eckelman - <i>Big River Running</i> Tim Carney – <i>City Council</i>
Council Liaison Dan Tierney		



2023 HEART TO HEART RUN SPONSORSHIP LEVELS AND BENEFITS

	Diamond	Platinum	Gold	Silver	Bronze	Friend
Sponsorship level (minimum amount)	\$3000	\$1000	\$750	\$500	\$300	\$100
Organization name on flyers at event, recognition during the event.	✓	✓	✓	✓	✓	✓
Organization name on promotional material and table at event.	✓	✓	✓	✓	✓	
Logo on printed material and t-shirt, two free registrations.	✓	✓	✓	✓		
Promotional material in participant information bags, five free registrations.	✓	✓	✓			
Logo on website, 10 free registrations.	✓	✓				
Logo and link on website, 15 free registrations.	✓					





2023 HEART TO HEART RUN SPONSORSHIP RESPONSE FORM

- DIAMOND** - \$3,000 SPONSORSHIP LEVEL
- PLATINUM** - \$1,000 SPONSORSHIP LEVEL
- GOLD** - \$750 SPONSORSHIP LEVEL
- SILVER** - \$500 SPONSORSHIP LEVEL
- BRONZE** - \$300 SPONSORSHIP LEVEL
- FRIEND** - \$100 SPONSORSHIP LEVEL

Sorry, we are unable to participate as a sponsor this year, but enclosed is our 100% tax-deductible contribution of:

\$ _____

We would like to be recognized in all materials as:

*Logo to be given in a Vector format.

The advertiser represents that they are fully authorized & licensed to use:

- a. The names, portraits and pictures of persons
- b. Any copyrighted or trademarked materials
- c. Any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in any City publications and that such advertisement is neither libelous or defamatory, an invasion of privacy or otherwise unlawful to any third party

All applicants are subject to city sponsorship guidelines.

Name: _____

Title/Position: _____

Company: _____

Address: _____

City: _____

State: _____ ZIP: _____

Phone: _____

Fax: _____

Email: _____

Hold Harmless

The advertiser agrees to hold harmless the City, its Parks and Recreation Department, It's elected and appointed officials, employees and volunteers from and against all claims, losses, liability, damage and/or expenses arising from sponsorship agreements and advertising except to the extent arising from the City's breach of contract or negligence. This agreement is subject to terms and conditions of Creve Coeur Parks Sponsorship program receipt of which is hereby acknowledged. This Agreement is not valid unless signed by both the sponsor and the City. This agreement shall be void unless funds are received. Sponsor solely responsible for delivery of all materials in a timely manner.

Name _____ Title _____

Signature _____ Date _____

Approved for the City of Creve Coeur subject to applicable funds received by: _____

Name _____ Title _____

Signature _____ Date _____