

# BKB | Annual 5K Run/Walk

BRIAN K BETTS  
FOUNDATION



*"I will NOT let you be average."*

May 19, 2012

Scenic West Potomac Park

Washington, DC

## BKB Annual 5K Run/Walk

Proceeds to benefit the Brian K Betts Foundation for Educational Enrichment



### Overview

Date: Saturday, May 19, 2012

Location: West Potomac Park, Washington, DC

Time: 5K timed run starts at 8:00 a.m.

Run Donation: \$25 (includes ChronoTrack electronic timing band)

Prizes: Monetary prizes for top overall running finishers

Merchandise prizes for top running winners in multiple categories

Merchandise prizes for top running co-ed team combined time (4-person, at least one female)

Provisions: Certified course; nutritional food and water; plenty of volunteers; DJ; scenic National Park setting

Managed by: Capital Running Company

Included: Online registration and data entry; targeted mailing lists; Web site development and hosting; equipment and supplies; race-day management and finish line services; ChronoTrack timing; complete race results; publicity via the Washington Running Report magazine and the Web site; race highlighted in online race calendar; race ads and entry forms; bulk race brochure distribution; race previews; post-race articles and photos; results listed in print; post-race evaluation; Internet presence on [www.runwashington.com](http://www.runwashington.com)

Exposure: Large advertisements in the Washington Running Report for the two issues prior to the event; promoted on the Web ([www.runwashington.com](http://www.runwashington.com)) with an average of 350,000 to 400,000+ page views per month; placement and promotion in the eNewsletter (WRR Express) e-mailed biweekly to more than 15,000 subscribers; featured on social media (Facebook and Twitter); also targeted e-mail and mailing lists

## BKB Annual 5K Run/Walk

Proceeds to benefit the Brian K Betts Foundation for Educational Enrichment



### About the BKB Foundation

- On April 15, 2010, the education community lost one of its most inspiring leaders. Brian K. Betts, a consummate teacher, devoted son, brother, and loyal friend, worked on the front lines of former Chancellor Michelle A. Rhee's campaign to reform D.C. Public Schools. Brian emerged as one of the school system's most innovative principals at Shaw Middle School at Garnet-Patterson. Prior to coming to DCPS and Shaw, Mr. Betts worked for Montgomery County Public Schools in MD for 19 years as a teacher, coach, departmental chairperson, team leader, and assistant principal. In his two short years at Shaw, Mr. Betts transformed the school and changed the lives of his students, their families, and the community forever.
- The BKB foundation was established by Brian Betts' family to continue his legacy of educational enrichment for students and faculty.
- **Mission Statement** - The Brian K. Betts Foundation promotes academic excellence and educational enrichment for students and faculty who seek to improve and progress in their education or career. Brian Betts' legacy as an educator and administrator is best remembered through an often-repeated message to his students and staff: "I will NOT let you be average." By funding scholarships, awards, and grants for educational activities and professional education programs, the BKB Foundation will meet its paramount goal for those students or faculty who seeks academic or professional improvement.
- The BKB Foundation is a 501(c)(3) organization under the umbrella of the Community Foundation of the National Capital Region ([www.cfncr.org](http://www.cfncr.org)) and accordingly contributions are tax deductible.

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### Sponsorship Levels

Title - \$15,000 (limit of 2)

- **Name prominently featured in title of race** (for example, “Sponsored by XYZ Company and ABC Company”)
- **Prime logo/name placement on front (large, top) of T-shirts and other printed items**
- **Premier logo/name placement on all banners: start/finish line; all course signs (5); water stations (3); food tent and awards table/stage (1 each)**
- Table in main tent available to show race/foundation support (no commerce) \*
- Feature title listing in all print ads for the race
- Speaking time at awards ceremony and awards presenter
- Promotional items to be included in all runner packets, if desired
- Recognition on all Web sites and social networks advertising the event
- **20 complimentary registrations**

Gold - \$7500

- **Prominent logo placement on sleeve of T-shirts**
- **Logo and/or name placement on 5 course signs** (1 per K marker)
- **Premier logo/name placement on start/finish banner and at awards table/stage**
- Table in main tent available to show race/foundation support (no commerce) \*
- Large tag listing in all print ads and brochures/flyers for the race
- Promotional items to be included in all runner packets, if desired
- Recognition on all Web sites and social networks advertising the event
- **15 complimentary registrations**

Silver - \$5000

- **Logo placement on front (small, bottom) of T-shirts**
- **Logo and/or name placement on 3 course signs** (1 per mile)
- **Prominent logo/name placement on awards table/stage banner**
- Table in main tent available to show race/foundation support (no commerce) \*
- Tag listing in all print ads for the race
- Promotional items to be included in all runner packets, if desired
- Recognition on all Web sites and social networks advertising the event
- **10 complimentary registrations**

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### Sponsorship Levels (Cont.)

#### Bronze - \$2500

- **Logo and/or name placement on 1 course sign**
- **Logo and/or name placement on awards table/stage banner**
- Table in main tent available to show race/foundation support (no commerce) \*
- Tag listing in all print ads for the race
- Promotional items to be included in all runner packets, if desired
- Recognition on all Web sites and social networks advertising the event
- **5 complimentary registrations**

#### Water - \$1000

- **Logo and/or name placement on 3 water station banners**
- Promotional items to be included in all runner packets, if desired
- Recognition on all Web sites and social networks advertising the event
- **3 complimentary registrations**

#### Food - \$500

- **Logo and/or name placement on food tent banner**
- Promotional items to be included in all runner packets, if desired
- Recognition on all Web sites and social networks advertising the event
- **2 complimentary registrations**

#### Friend - \$100

- Recognition on all Web sites and social networks advertising the event
- **1 complimentary registration**

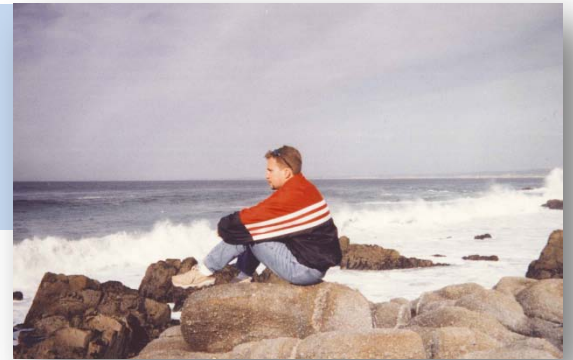
#### Generous Donor - \$\$\$\$?????

- The BKB Foundation will always accept and appreciate your support. Send donations (endorsed to “**BKB Foundation/CFNCR**”) to:

**CFNCR**  
1201 15<sup>th</sup> Street NW  
Suite 420  
Washington, DC 20005

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### Sponsorship Levels (Cont.)

#### Miscellaneous

- The BKB Annual 5K also needs in-kind contributions of items such as:
  - Airline tickets
  - Gift certificates
  - Random awards
  - Dinners for two or four
  - Cups & food serving materials
  - Graphic design
  - Signs
  - Printing
  - Advertising
  - Tables
  - Sound equipment
  - DJ
  - Space for packet pick-up and registration
  - Aerobic warm-up
  - Fitness club memberships
  - Caps for volunteers
  - Merchandise prizes
- All donors will be recognized on the BKB Web sites and all social network sites advertising the event

**\* The National Park Service (NPS) is very strict about commercial vendors displaying any merchandise or doing any promotion of their businesses. Sponsors can be present and have a sign, but the sign must say something like, "XYZ Company proudly supports the BKB Annual 5K Run/Walk." Also, on all signs, the sponsor name/logo can only be one-third the size of the race name (e.g., if the race name is 36" wide by 30" high, the sponsor name/logo can be no larger than 12" X 10"). No stand-alone signs and no canopies with the company logo allowed. Any giveaways have to be related to running or the cause or the race, such as water bottles or running caps, or something referring to education. No raffles are allowed or money exchanged.**

Sponsorship checks should be made out to:

**BKB Annual 5K Run/Walk**

And mailed to:

Doris Betts

3630 Plymouth Drive

Winter Haven, FL 33884