

— SPONSORSHIP & UNDERWRITING OPPORTUNITIES —

EXCLUSIVE SPONSORSHIP OPPORTUNITIES:

Exclusive Sponsors receive logo recognition on all electronic and printed materials* (social media, website, flyers) and name on Northridge Hospital Foundation's "Gallery of Honor."

- TITLE SPONSOR** \$30,000
 - Recognition as Title Sponsor on all event materials, media & public service announcements
 - Logo on start line, finish line, stage banners and center top back of custom souvenir t-shirts*
 - Premiere placement complimentary 10'x10' expo booth
 - 20 complimentary walk/run participants**
- START/FINISH LINE SPONSOR** \$20,000
 - Logo rights with prominent placement on start line, finish line and stage banners
 - Logo on back of souvenir t-shirts*
 - Premiere placement complimentary 10'x10' expo booth
 - 15 complimentary walk/run participants**
- FINISH MEDAL SPONSOR** \$12,000
 - Exclusive name or logo on all finish medal lanyards (estimated 2,000+)*
 - Prime location complimentary 10'x10' expo booth
 - 10 complimentary walk/run participants**
- T-SHIRT SPONSOR** \$12,000
 - Exclusive name or logo printed on the front of souvenir t-shirts
 - Prime location complimentary 10'x10' expo booth
 - 10 complimentary walk/run participants**
- BIB SPONSOR** \$10,000
 - Exclusive logo printed on the front of bibs (estimated 2,000+), back of souvenir t-shirts & stage banner*
 - Complimentary 10'x10' expo booth
 - 8 complimentary walk/run participants
- FRIENDLY DOG WALK SPONSOR** \$10,000 (First year)
 - *Special thanks to the American Kennel Club (AKC) for sponsoring our inaugural Friendly Dog Walk*
 - Logo on the back of souvenir t-shirts & stage banner
 - Complimentary 10'x10' expo booth
 - 8 complimentary walk/run participants

OTHER SPONSORSHIP OPPORTUNITIES:

- GOLD CHAMPION SPONSOR** \$7,500
 - Logo in all electronic and printed materials* (social media, website, flyers) and on back of souvenir t-shirts and stage banner; complimentary 10'x10' expo booth
 - 5 complimentary walk/run participants
- SILVER SPONSOR** \$5,000
 - Logo in all electronic and printed materials* (social media, website, flyers) and on back of souvenir t-shirts and stage banner; complimentary 10'x10' expo booth
 - 4 complimentary walk/run participants
- BRONZE SPONSOR** \$2,500
 - Logo on back of souvenir t-shirts and stage banner*
 - 2 complimentary walk/run participants

UNDERWRITING OPPORTUNITIES:

- TEAM PHOTO SPONSOR** \$1,500
- WATER STATION SPONSOR** \$1,000
- MARCHING BAND SPONSOR** \$500
- MILE MARKER SPONSOR** \$250
- BOOTH EXPO PARTICIPANT**
 - 10'x10' expo booth (canopy, table & 2 chairs)
 - Vendor to provide approved products/services at no cost to participants
 - Non-profit (no selling) \$150
 - Business (no selling) \$275
 - Business selling (\$100 City selling fee included) \$375

* All logos are to be submitted in an EPS, AI, CDR or PDF (vector based) format for proper recognition
 ** Premiere placement and prime location expo booths come with canopy, table and 2 chairs

Non-Profit
 Org.
 U.S. Postage
 PAID
 Van Nuys, CA
 Permit No. 2186

Please make checks payable to:
 Northridge Hospital Foundation with C-A-T-S in the subject line
 Federal Tax ID #: 23-7444901

Please bill my: Visa MC AMEX \$_____ Credit Card # _____ Exp. Date: _____ CV# _____
 (or contact 818.718.5922 for secure credit card transmission)

Signature: _____

Business Name: _____ Contact Name: _____
 (As you wish it to appear on event publicity)

Address: _____ City: _____ Zip: _____

Phone: _____ Email: _____

Mail to:
 Northridge Hospital/C-A-T-S Fax: 818.718.5989
 8210 Etiwanda Ave. Email: Magaly.Hernandez@dignityhealth.org
 Reseda, CA 91335 Priscilla.lomeli@dignityhealth.org



Northridge Hospital Medical Center
 Center for Assault Treatment Services
 8210 Etiwanda Ave., Reseda, CA 91335

16th Annual
10K River Run | 5K Walk/Run
 Kids Fun Run | AKC 1-Mile Friendly Dog Walk



Saturday, April 21, 2018
 Lake Balboa at Woodley Park, Van Nuys

Dignity Health.
 Northridge Hospital Medical Center
 Center for Assault Treatment Services



10K River Run 5K Walk/Run Kids Fun Run AKC 1-Mile Friendly Dog Walk

Saturday, April 21, 2018
 Lake Balboa at Woodley Park, Van Nuys

PROCEEDS BENEFIT
Center for Assault Treatment Services
C-A-T-S
*Providing services to victims of
 sexual assault and domestic violence 24/7*

— to register or for more information —
runsignup.com/V4V2018
 or
818.718.5922



REGISTRATION

Online: Register online by 11:59 p.m. April 20
runsignup.com/V4V2018 (see discounts on form)

Mail in: Postmarked by April 13

Packet Friday, April 20, Noon – 5 p.m.

Pick-up: Woodley Park, Van Nuys
Park EAST side of Woodley Ave. (south of Victory)

AVOID THE RACE DAY RUSH — pick up your bib with disposable timing tag on Friday!

Race Day: Saturday, April 21, registration opens 6:30 a.m.

— FREE RACE DAY PARKING —

West side of Woodley Ave. – South of Victory Blvd.

Enter Woodley from Victory ONLY.

RACE DAY SCHEDULE

- 6:30 a.m. Expo & Registration Opens
- 7:00 a.m. Opening Ceremonies/Aerobic Warm-Up
- 8:00 a.m. 10K River Run (6.2 miles)
- 8:15 a.m. 5K Walk/Run (3.1 miles)
- 9:00 a.m. Awards Ceremony
- 9:30 a.m. Kids Fun Run
- 10:15 a.m. AKC 1-Mile Friendly Dog Walk

— KIDS FUN RUN —

For Kids 9 and under – lead by Mr. Shervin (DMA)
 1K (.6 mile) goes around the Expo Area in the park.
 Parents may accompany small children at no cost.

5K/10K COURSES

Both races start in the Expo, go through beautiful Lake Balboa Park and cross the Finish Line in Woodley Park to the sound of cheering crowds!

— BOTH COURSES ARE FAST AND FLAT! —



GREAT TIME FOR A GREAT CAUSE

- ◆ Meet Olympic Legend, **Rafer Johnson**
- ◆ **FREE** Food and Drinks
- ◆ **FREE** Massage in the Cool-down Lounge
- ◆ **Exciting** Business, Health & Fitness Expo
- ◆ **Kids Fun Zone:** Karate Demonstrations, Face Painting and more fun activities
- ◆ **American Kennel Club** – Dog Garden



AWARDS CEREMONY

Presentation by Olympic Champion **Rafer Johnson**

- ◆ **Finisher medals for all participants**
- ◆ Top Male and Female Finishers
- ◆ Age Division Awards: Custom designed medals to top three male & female athletes in 15 different divisions of 5K & 10K
- ◆ Team Awards: Top 3 Finishers Combined Times
 Top 3 Largest Race Day Teams
 Top 3 Fundraising Teams

EVENT PROCEEDS

Center for Assault Treatment Services

All proceeds benefit the *Center for Assault Treatment Services (C-A-T-S)*, the only program in the San Fernando and Santa Clarita Valleys providing medical evidentiary examinations and forensic interviews to child and adult victims of sexual and domestic violence 24/7/365 days a year.

ONLINE FUNDRAISING

Make Your Miles Mean Something!

Customize your fundraising page when you register online and e-mail the link to your friends & family to sponsor you!

runsignup.com/V4V2018

The dollars you raise will make a difference in the lives of victims. When people understand the impact of their donation, they will be more likely to support you!

With Heartfelt APPRECIATION to...

Olympic Gold Medal Champion

Rafer Johnson



Thank You to Our Sponsors...



ENTRY FORM

May be reproduced

Please Print **LEGIBLY**

First Name: _____

Last Name: _____

Home Address: _____

City/State/Zip: _____

Phone: _____

E-Mail: _____

Date of Birth: ____/____/____ (MM/DD/YY) **REQUIRED**

Age on Race Day: _____ Sex: M F
REQUIRED

— DIVISION —

- 5K
- 10K
- Kids Fun Run (age 9 and under)
- AKC 1-Mile Friendly Dog Walk

I've Joined This Team: _____
 (If Applicable)

— AGE GROUP —

- 12-under
- 13-19
- 20-24
- 25-29
- 30-34
- 35-39
- 40-44
- 45-49
- 50-54
- 55-59
- 60-64
- 65-69
- 70-74
- 75-79
- 80+

T-shirt size (5K/10K only): S M L XL XXL

— FEES —

(Rain or Shine/No Refunds)

- \$40 – 10K / 5K
- \$15 – Kids Fun Run
- \$25 – AKC 1-Mile Friendly Dog Walk
 (please see online rules & regulations)

Total Enclosed

\$ _____

5K/10K WALK/RUN, KIDS FUN RUN and AKC 1-MILE FRIENDLY DOG WALK Waiver & Release: Must be signed by all entrants. I know that running a road race is a potentially hazardous activity. I am medically able and properly trained for the race. I assume all risks associated with running in the event including but not limited to, falls, contact with other participants, effects of weather including heat and humidity, traffic and the condition of the roads, all such risks of racing being known and appreciated by me. Having read this waiver and knowing these facts and in consideration of acceptance of my entry, I, for myself, and heirs, executor, or anyone entitled to act on my behalf, waive and release Northridge Hospital Medical Center, W2 Promotions, AKC, all race sponsors, officials, volunteers, employees, the City of Los Angeles and all governmental entities, and any of their representatives and succession from all claims of every kind or nature whatever, foreseen or unforeseen, known or unknown. I grant my permission to all of the foregoing to use any photograph, motion pictures, video, or sound recordings, or any other record of this event for any legitimate purpose.

Participant's Signature (Parent's signature if under 18) _____ Date _____

Make check payable to: **NHF/C-A-T-S**
 and mail along with this completed form by April 13 to:
 CATS Victory for Victims Walk/Run
 8210 Etiwanda Ave.
 Reseda, CA 91335