



RECREATION AND COMMUNITY SERVICES

BLACKBERRY FARM

21979 SAN FERNANDO AVE • CUPERTINO, CA 95014

(408) 777-3120 • FAX (408) 777-1305

Dear Community Leader,

The City of Cupertino is excited to present the Big Bunny 5K and Kids Fun Run on Saturday, April 20, 2019 from 8 am to 11:30 am. Over 1,000 participants are expected to take part in this year's event which celebrates fun, fitness, and family. The Big Bunny 5K is honored to support charity: water, a non-profit organization that works to provide communities in developing nations with access to clean water.

We invite your business to join us in supporting this event through one of our sponsorship opportunities. No matter your budget there is a chance for your company to be involved. A full list of our sponsorship levels and details can be found on the next page.

Thank you for you for considering sponsoring the Big Bunny 5K. Together we can achieve our mission of creating a positive, healthy, and connected community. If you would like more information or have any questions, please feel free to contact me at jeffo@cupertino.org or at (408) 777-3327.

From,

Jeff Ordway

Recreation Coordinator
City of Cupertino



CUPERTINO

CUPERTINO SPONSORSHIP REGISTRATION

CUPERTINO RECREATION & COMMUNITY SERVICES | 408-777-3120 | WWW.CUPERTINO.ORG

SPONSOR INFORMATION

Company: _____ Website: _____

Contact Name: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Entity Type: ☐ Sole Proprietorship ☐ Partnership ☐ Corporation (Type: _____)

☐ NonProfit: (Type: _____) ☐ Trust ☐ Other: _____

EVENT INFORMATION

The City of Cupertino is excited to present the Big Bunny 5K and Kids Fun Run on Saturday, April 20, 2019, from 8 am to 11:30 am. Over 1,000 participants are expected to take part in this year's event which celebrates fun, fitness, and family. The Big Bunny 5K is honored to support charity: water, a non-profit organization that works to provide communities in developing nations with access to clean water.

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SPONSORSHIP LEVELS

DISTINGUISHED	ASSOCIATE	GENERAL	TABLE	RAFFLE
\$1,500	\$800	\$450	\$300	Any amount
501(C) NON-PROFITS RECEIVE 50% OFF A GENERAL, OR TABLE SPONSORSHIP WITH IRS DECLARATION LETTER.				

YOUR LOGO ON:	DISTINGUISHED	ASSOCIATE	GENERAL	TABLE	RAFFLE
Big Bunny 5K Homepage	✓				
Big Bunny 5K Sponsor Page	✓	✓	✓		
Email Marketing	✓	✓			
Printed Marketing Materials	✓				
Race Bibs	✓				

MARKETING BENEFITS	DISTINGUISHED	ASSOCIATE	GENERAL	TABLE	RAFFLE
Display Booth (Event Day)	✓	✓	✓	✓	
Display Booth (Pre-Event Check-In)	✓				
Participant's Virtual Event Bags	✓	✓	✓		

SOCIAL MEDIA BENEFITS	DISTINGUISHED	ASSOCIATE	GENERAL	TABLE	RAFFLE
Facebook	3 Posts	1 Posts			
Instagram	3 Posts	1 Posts			

ADDITIONAL BENEFITS	DISTINGUISHED	ASSOCIATE	GENERAL	TABLE	RAFFLE
Speaking opportunity from the event stage (3 min)	✓				
The honor of starting the Kids Fun Run	✓				
Complimentary entries to the Big Bunny 5K	8 Entries	3 Entries	1 Entry		
Recognition from the event stage	✓	✓	✓		✓
15% discount code for employees/customers	✓				
10% discount code for employees/customers		✓			
Listing on Big Bunny 5K Sponsor Page	Top Listing	Top Listing	✓	✓	✓

PAYMENT INFORMATION

Sponsor Level: ☐ Platinum-\$1,500 ☐ Gold-\$800 ☐ Silver-\$450 ☐ Bronze-\$300 ☐ Raffle Prize

Payment: ☐ Check (Make Payable to City of Cupertino) ☐ AMEX ☐ Discover ☐ Master Card ☐ Visa

CC #: _____ CVC: _____ Expiration: ____/____ Amount: \$_____

Cardholder Name: _____ Cardholder Signature: _____

TERMS AND CONDITIONS

1. The Sponsor has reviewed and agrees to be bound by those procedures, limitations, and restrictions identified in the City's Sponsorship Policy.
2. All sponsorships valued at \$500 or more must complete the required City of Cupertino Sponsorship Agreement. (Separate Document)
3. The sponsor may not receive exclusive rights to benefits unless approved by the Department Head.
4. Sponsor agrees, to the fullest extent allowed by law, to indemnify, defend, and hold harmless the City, and its officers, employees, and agents ("City indemnitees"), from and against any and all causes of

action, claims, liabilities, obligations, judgments, or damages, including reasonable legal counsels' fees and costs of litigation ("claims"), arising out of the Sponsorship or Sponsor's performance of this Application and/or Agreement, including the City's active or passive negligence, except for such loss or damage arising from the sole negligence or willful misconduct of the City. In the event the City indemnitees are made a party to any action, lawsuit, or other adversarial proceeding arising from this Sponsorship or Sponsor's performance of this agreement, Sponsor shall provide a defense to the City indemnitees, or at the City's option, reimburse the City indemnitees their costs of defense, including reasonable legal counsels' fees, incurred in defense of such claims. This duty extends to any claim for violation of intellectual property rights, including but not limited to copyright or patent rights.

5. To the extent applicable, Sponsor is required to comply with the City's event permitting requirements, including the insurance requirements stated therein.

Name: _____ Title: _____

Signature: _____ Date: _____

Name: _____ Title: _____

Signature: _____ Date: _____

CUPERTINO STAFF USE ONLY (FOR SPONSORSHIPS NOT REQUIRING A SPONSORSHIP AGREEMENT)

Status: ☐ Approved ☐ Denied

Reason for Denial:

Special Requirements:

Reviewed by:

Staff Name: _____ Title: _____

Signature: _____ Date: _____