



Strengthening Communities Through Innovative Fund-Raising

Community Outreach, While Supporting Worthy Causes

**Socially Responsible Organizations
Community Engagement Opportunities**

Jose Luis Zavala, M.A.

<http://aztlanathletics.org/>



Take The Challenge, Event Sponsorship

Community Outreach, While Supporting Worthy Causes

Company Profile:

Aztlan Athletics (Aztlan Events) has managed, developed and operated unique grass-roots, community-based fund-raising events since 1974. Aztlan Athletics was the first to provide run/walk & wellness resource fair platform in the natural trail park settings with the goal of raising proceeds for direct service programming (Aztlan Indian Run, Elysian Park 1980). In 2009 Molina Healthcare began to utilize Aztlan Athletics events within their employee wellness program. In 2006 new events were developed in strategic areas of Southern California to support the most underserved communities with proceeds. This expansion open the opportunities for health and wellness service providers to widen their marketing circle at a local and regional level (Aquarium of the Pacific 5K Run/Walk in Long Beach, The Midnight Mission 5/10K in Los Angeles, Ohana 5K Run/Walk & Holiday Toy Drive in San Diego, Salvation Army of Ontario-San Bernardino-Moreno Valley Run/Walk, and Mission Possible 5K Run/Walk in Crenshaw-Culver City region, to name a few.).

Aztlan Athletic's strategic goals for 2014-2015 is to strengthen their diverse beneficiary portfolio and continue to reach out to the underserved communities that are in need of health and wellness services. Each Aztlan Athletics event have their own distinct beneficiaries that bring awareness about critical social and environment issues impacting the various communities they serve.

Events are owned and/or operated by Aztlan Athletics, which reduces overhead costs, maintains most of the operation in-house, and utilizes existing community partners infrastructures to ensure beneficiaries receive the highest net proceeds possible.

In 2010, Aztlan Athletics Events co-ventured with Molina Healthcare who became the first organization to utilize the events for their employee wellness programming (2010-2014). Non-Profits organizations who are interested in developing their own run/walk, health ad wellness event are now able to reach out to Aztlan Athletics and take advantage of their unique fundraising event management model. Some of the new non-profit partners that are scheduled to have their first Aztlan Athletics run/walk event in 2015 include:

> YMCA of San Gabriel Valley (Y- The Run, May 2, 2015),



- > Los Angeles Centers for Alcohol Drug and Addiction of Santa Fe Springs (Bloomfield 5K Run/Walk- April 2015),
- > Salvation Army of Riverside-San Bernardino (New Year's Resolution Run-January 2015).

Through the Aztlan Athletics Foundation, the designated community wellness consultants will contact other socially responsible companies to encourage them to utilize 1 or more of the Aztlan Athletics operated events within their employee wellness programming. This unique model of community engagement, fundraising, health & wellness run/walk platforms are ideal to help promote good physical health, while encouraging them to champion worthy causes: "Run For Health, Run For Communities".

Aztlan Athletics is positioned for diverse marketing exposure by establishing events throughout strategic Southern California locations. Our community and business partners can now leverage them to maximize them in both recruitment and community engagement marketing opportunities.

EVENT MANAGEMENT SERVICES

Aztlan Athletics also provides event management services to those partners interested in developing their own event or interested in our services. Some of our contracted partners include High Altitude Events (Colorado based event management company), Rock-N-Glow events, PRIMA Risk Management conference workshops, Southern California Track and Field, to name a few. Aztlan Athletics strengths are in bundling customized event operations and offering their events at virtually no cost for those non-profit agencies in need of a health & wellness fundraising stream.

Aztlan Athletics will continue to develop co-venture agreements with non-profit beneficiaries who are interested in receiving proceeds from newly formed events through our own certification programming managed by the Aztlan Athletics Foundation.

Both designated beneficiaries and Aztlan Events will utilize their own unique diverse marketing structures to help increase participation as the events evolve in the various parts of the targeted areas, while performing community outreach in the most underserved locations.

AZTLAN ATHLETICS CORE MISSION



Purpose: Provide outreach about important resources to address various social and environmental issues impacting the community, while raising proceeds to support the respective beneficiaries programming.

Goal: Increase participation from youth-adult-seniors in healthy activities, learn about various initiatives that help improve community functioning, primarily in the area of prevention, medical and dental health plan recruitment, conservation and preservation.

Guiding Principals: Continue to endorse beneficiaries that provide family-centered, preventative and strength-based support within the targeted areas where Aztlan Athletics Events will operate.

Vision: Create Aztlan Athletics Event directors throughout the country that will help developed and facilitate run/walk, health and wellness events; reaching out to national and regional sponsors and/or socially responsible organizations, who are interested in community-engagement opportunities, while offering a unique philanthropic employee wellness programming.

Southern California Events

Ontario-San Bernardino, California (NEW), Salvation Army “Heal Zone”
New Year’s Resolution 5/10K Run/Walk and Health Wellness Fair.

Salvation Army Chapters
(January 24, 2015) 8:00A.M.12:00P.M.

Projected participants: 1,200

www.AztlanAthletics.org/HealZoneRun

Target communities: 14 cities within Ontario, San Bernardino, Moreno Valley, Riverside.

Downey, California, Help 2 Heal A Heart 5K Run/Walk and Wellness Fair.
Proceeds benefiting Always A Mom Foundation (February 13, 2015)
8:00A.M. - 12:00P.M.

Projected participants: 450

www.help2healAheart.com

Target communities: Norwalk, Bell Gardens, Cudahy, South Gate, Huntington Park, Bell, Lynwood, Commerce, Montebello, South El Monte.



Highland Park California 6th Annual 4-Mile Hill Challenge Run/Walk, Clean Air Awareness and Wellness Expo. Proceeds benefiting the Audubon Center at Debs Park.

(March 21, 2015). Youth-Senior-Adult wellness programs. 8:00A.M. - 12:00P.M.

Projected participants: 960

www.4milehillchallenge.com

Targeted Areas: Cypress Park, El Sereno, Boyle Heights, Elysian Park, Central City East, South Los Angeles, Alhambra, and Pasadena

Los Angeles, California, Elysian Park, Los Angeles Mission Possible 5/10K Run/Walk, Health and Wellness Festival. Proceeds benefiting the Los Angeles Mission & the Anne Douglas Center. Serving homeless families and women in all Los Angeles County (April 2015) 8:00A.M. - 12:00P.M.

Projected participants: 1000

www.MissionPossibleRun.Com

Targeted Areas Central City East, Boyle Heights, South Los Angeles, parts of East Los Angeles.

Pasadena, California Y-The Run 5/10K Run/Walk and Wellness Expo.

Proceeds benefiting the YMCA of Metropolitan-San Gabriel Valley

(May 2, 2015). 8:00A.M. - 12:00P.M.

Targeted areas: La Canada, Arcadia, Monrovia, Sierra Madre, La Crescenta, Glendale, San Marino, South Pasadena, Alhambra, Monterey Park, San Gabriel

Projected participants: 960

www.YTheRun.Com

Oak Grove park, Pasadena, California Midnight Mission 5/10K Run/Walk and Empowering Recovery Expo (June 14, 2015). Proceeds benefiting The Midnight Mission Programs, including their transitional homeless family housing program.

8:00A.M. - 12:00P.M.

Projected participants: 1,500

www.MidnightMission.org/a5k-10k or www.AztlanAthletics.org

Targeted Areas: South Central and Central City East, Inglewood, Crenshaw district, El Segundo,



South Pasadena California 6th Annual Greenest Fastest 1 Mile Run Elite Mile Run , Sustainability Community Wellness Festival. South Pasadena, California **(7/19/15)**.

Proceeds benefiting South Pasadena Middle School Booster Club & The Place of South Pasadena

Projected participants: 5000

www.greenestfastestmilerun.com

Targeted Areas: Pasadena, San Gabriel, San Marino, Alhambra, Highland Park, Mount Washington, Monrovia, La Puente, Baldwin Hills, Altadena,

Long Beach, California 3rd Annual Aquarium of the Pacific 5K Run/Walk and Community Wellness Expo. **(9/06/14)**.

Proceeds benefiting Aquarium of the Pacific

Projected participants: 1000

www.AquariumofPacific.org/a5krace

Targeted Areas: Long Beach, South Bay area, Compton, to name a few.

East Los Angeles, California 25Th Annual Aztlan 5K Classic Run/Walk, Health & Wellness Festival (November 9, 2014). Benefiting East Los Angeles College Running programs & Charles R. Drew University of Medicine & Science. Providing scholarships for medical and nursing programs.

8:00A.M. - 12:00P.M.

Projected participants: 2300

www.aztlanclassicrun.com

Targeted Areas: East Los Angeles, Montebello, Bell Gardens, Boyle Heights, South Central, Torrance, Hawthorne, Highland Park.

Mission Bay, California, Mission Bay's 5/10K Run/Walk, Health & Wellness Festival, & Toy Drive. Benefiting The Salvation Army, Kroc Community Center (December 13, 2014).

Targeted Areas: Down Town San Diego and surrounding communities.

8:00A.M. - 12:00P.M.

Projected participants: 600



www.AztlanAthletics.org/MissionBayRun

BENEFICIARY SELECTION PROCESS

TAKE THE CHALLENGE- Run For Health, Run For Communities:

Outreach and Assessment Efforts- Aztlan Athletics Foundation will continue to evaluate and identify prospective beneficiaries who will receive proceeds from fundraising events in the targeted areas on a yearly basis. Note that prospective beneficiaries may change from year to year.

1. Letters of endorsement.
2. Co-Venture operating agreements with targeted core beneficiaries.

GENERAL BENEFITS TO EMPLOYEE OR COMMUNITY WELLNESS PROGRAMS:

> Increase understanding and awareness regarding low to no cost health & wellness programing

> Through the Wellness-Fitness Expos, join other community partners in providing outreach about preventative health, screenings, and other programs

> Marketing to diverse demographic groups, registrants who are participating through their work's employee wellness program, and youth organizations.



- > Engage youth-employees-seniors in learning about preventative health
- > Community engagement throughout Southern California, including San Diego and San Bernardino Counties.

PROSPECTIVE SPONSORS EVENT SELECTION AND PAYMENT

Note that the cost are per event and each sponsorship position is described below



Presenting-Title Sponsorship: \$6000 & Above (Per Event)

- ⌚ 1" x 2.5" digital banner display throughout the year on each the respective event/beneficiary and general organizers website- year round.
- ⌚ Logo and company name prominently displayed in all the marketing literature, including step and repeat banners that will be set near the stage area, at the finish line, start line, and along the course
- ⌚ Prominent display of company logo on all event commemorative t-shirts
- ⌚ Designated presenting sponsor public relations staff to be along side with the event director(s) at the start of the run, acknowledgment before the awards ceremony on stage at each event.
- ⌚ Prominent Booth positioned near the awards area (approximately 15-20 feet from the awards area.
- ⌚ Prominent sponsorship signage displayed at the respective 2014-2015 events (on all banners: 3x10 and on the 4' x 20' event banner to be placed in the surrounding communities near the event site during marketing and moved to the venue two days before).
- ⌚ Exposure on the following running an active on-line magazines:
 - ⌚ Race Place:
 - ⌚ Azatlan Athletics News Letter
- ⌚ Prominent company logo position on each event website with a link so people can learn about the company's mission and products, including plan membership registrations.
- ⌚ Distribution of at least 20,000 flyers or postcards within said targeted areas for each event.
- ⌚ Physical exposure via the use of posters and/or banners at all local participating business partners establishments, including partnering apparel & shoes stores.
- ⌚ Periodic recognition as Presenting Sponsor before, during event, and at the awards ceremony for each event intermittently.
- ⌚ Acknowledgement during local media interviews and thank you ad on local community newspaper.
- ⌚ Exposure via partnered social media platform.
- ⌚ 100 employee wellness registrations



Prominent Sponsorship: \$2,999.00- \$4,999.00 (Per Event)

- ⌚ 1" x 1.5" digital banner display throughout the year on each the respective event/beneficiary and general organizers website- year round.
- ⌚ Logo and company name displayed in all the marketing literature, and Gold sponsor signage that will be set near the stage area, at the finish line, and start line
- ⌚ Gold level display of company logo on all event commemorative t-shirts
- ⌚ Acknowledgment before the awards ceremony on stage at each event.
- ⌚ Gold Booth positioned near the awards area (approximately 20-40 feet from the awards area.
- ⌚ Gold sponsorship signage displayed at the respective 2014-2015 events (2x5 banner & posters to be placed in the surrounding community near the event site during marketing and moved to the venue two days before).
- ⌚ Exposure on the following running an active on-line magazines:
 - Race Place
 - Aztlan Athletics News Letter
- ⌚ Company logo position on each event website with a link so people can learn about the respective sponsor(s) mission and products.
- ⌚ Physical exposure via the use of posters and/or postcards at all local participating business partners establishments, including partnering apparel & shoes stores.
- ⌚ Periodic recognition as gold sponsor before and during event.
- ⌚ Commemorative t-shirts to the representatives & employee participants
- ⌚ Acknowledgement during local media interviews and thank you ad on local community newspaper.
- ⌚ 25 complementary team registrations.