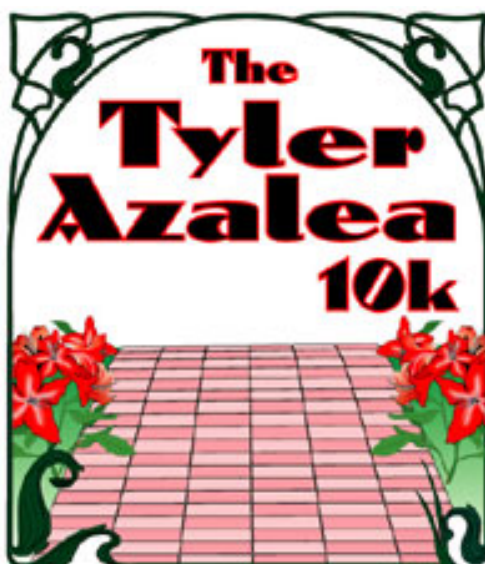


Location + *Bergfield Park*

7:45 AM



March 26, 2011

Event
Information

Benefiting Children's Village

For additional information, please visit www.TylerAzalea10k.com or email Lewis.George@Mellew.com

Marketing Plans

Website

We have a web site, www.tylerazalea10k.com. All sponsors will be prominently listed throughout the year. We can link to your site. The site will include race info and updates, plus an entry form. Entrants will be able to register online and pay by credit card. Currently forty percent of entries to most races come via the net.

Magazines

We will have ads running in Runner's World, , and other publications throughout Texas.

Brochures

An additional 10,000 brochures will be available throughout the Tyler and East Texas area. Furthermore, volunteers also place brochures in more than 100 North Texas businesses and retail locations. We will also distribute brochures in all the major cities in Texas and to all running clubs.

Television

We are currently seeking a television sponsor.

Radio

We anticipate that we can expect full support from a Tyler radio partner.

Direct Mail

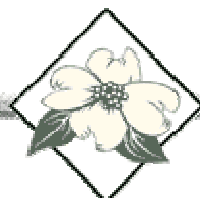
Around March 1, we will be mailing over 5,000 brochures to those that have attended similar events in the previous year.

Newspaper

We will seek the full support of the Tyler Newspaper

Tyler Chamber of Commerce and Visitor Bureau

Because many people will be coming to Tyler to enjoy the Tyler Azalea Festival, we will also prominently list our event with them and their web site.



Event Objectives

1. Create a huge family event in Tyler
2. To draw walkers/runners from throughout the East Texas region

Fees

\$20	until March 14, 2010
\$25	Mar 15 - Mar 26, 2010
\$30	Race Day
\$10	Children 12 & Under
Free	Children in 50 Yard Dash

Details

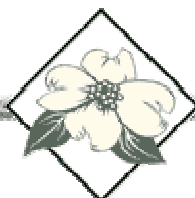
10K, 2-mile Awards and Festivities

6:30 a.m.	Race Day Registration
7:45 a.m.	Tyler Azalea Kids 50 Yard Dash
8:00 a.m.	Tyler Azalea 10k & 2-mile run
10:00 a.m.	Awards

More Information

The Tyler Azalea 10k (USATF certified TX03042ETM) is run on one of most demanding and beautiful courses in Texas. Yes there is still the "incline" that never seems to end on the 10k course, but look around and you are running through one of the prettiest towns in Texas. I will steal a paragraph from the web site of the Tyler Chamber of Commerce about the Annual Azalea & Spring Flower Trail that you will be able to enjoy after the race. Mile after mile of azaleas, dogwood trees and spring flowers that you have to see to believe. The breathtaking beauty of our Azalea and Spring Flower Trail has been praised by visitors as a floral wonderland and a photographer's paradise."

There will be an expected 1,500+ runners plus spectators and trophies will be awarded to top male and female master finishers. We will have trophies for the top three finishers of the 10k and the two-mile fun run/walk in the following age groups: 0-8, 9-10, 11-12, 13-16, 17-19, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70-79, 80+.



Benefiting The Children's Village Home for Children

Why A Children's Village?

Childhood is a Special Time:

Childhood is a very special time of growing and developing. It is, in large part, one's childhood environment that shapes how productive and responsible one will be as an adult. Most children are fortunate to be raised in warm and secure environments where parents provide the love and discipline so vital to growth and development.

When Tragedy Intervenes:

But what about those children who aren't as fortunate? What about those whose parents don't have the time, patience or ability to love? What of those children who have lived through family tragedy, neglect, desertion, physical or sexual abuse? What about those who through no fault of their own have been deprived of a healthy, secure home? What happens to them?

The Results:

Many grow up as neglected and abused children in our community. They become "sociological" orphans, bearing not only crippling emotional scars but often physical scars as well. Unless they receive some kind of help guiding them toward maturity, their chances of living constructive lives are diminished.

Children's Village Offers Help.

At Children's Village, children are measured by their potential rather than their past. It's here in a caring foster family setting that abused, homeless and at-risk children have a second chance at childhood and an opportunity to rediscover their self-respect and develop into healthy, happy and productive adults. Where boys and girls learn Christian family values, positive behavior and enhanced social skills, grow spiritually and achieve academic success all through the example and teaching of a caring staff.

Over the past 25 years Children's Village has provided quality 24 hour, long term residential foster care for boys and girls from our area. It currently has 2 large homes in a campus setting that serve boys and girls ages 0-18.

Since both boys and girls are served, brother and sister siblings can remain together in care. Children's Village is dedicated to helping youths who, because of family dysfunction and abuse, find their lives, values, relationships and hopes for the future shattered by their present circumstances.

The Homes Utilize the Teaching Family Model emphasizing a balanced approach with:

- Teaching social, academic and independent living skills for increased success at home, at school, and in the community.
- Nurturing and supportive relationships to restore trust.
- Encouraging spiritual and emotional growth.
- Modeling responsible behavior with character and values development.
- Equipping youths with the necessary resources to achieve academic success in Tyler schools.

SPONSORSHIPS BY LEVEL

	Presenting \$5,000	Silver \$1,000	Bronze \$500
Company Visibility			
Company logo on top of back race T-shirts (1,500+)	X		
Logo on front cover of 30,000 brochures	X		
Logo on front page of web site (25,000+visitors)	X		
Mention in all media advertisements	X		
Inclusion of logo on top/back of event T-shirts	X		
Logo on back of T-shirt		X	
Name on lower back of T-shirt			X
Logo inclusion on sponsor panel of brochure	X	X	
Name on sponsor panel of brochure			X
Logo on sponsor page of web site	X	X	X
Race Day Recognition			
Company Official to speak race day on stage	X		
Banner placement at event stage and start/finish line	X	X	
Sponsor mention by event announcer	X	X	X
Product placement and/or free booth space at the event	X	X	X
Ability to hang company banners at the event site.	X	X	
Company Participation			
Free entries for employees	15	6	2

Sponsorship Agreement

Contract

This agreement is made by and between Tyler Azalea 10K, and _____

(hereinafter referred to as "sponsor"), and dated this _____ day of _____, _____.

Tyler Azalea 10K agrees to provide the following services and privileges to the sponsor as outlined on the sponsor levels and benefits page.

Please choose a Sponsorship Level below:

Presenting Sponsors	\$ 5,000
Silver Sponsors	\$ 1,000
Bronze Sponsors	\$ 500

Other terms mutually agreed upon (if none, so state): _____

Sponsor shall pay to Tyler Azalea 10K the sum of \$_____, which sum is due and payable within 15 days of this contract or by _____. If sponsor is donating product, the delivery date will be _____.

Mail sponsorship agreement to: Tyler Azalea 10K, P.O. Box 852856, Richardson, Texas 75085
Make Check payable to Mellow Productions



For Tyler Azalea 10K:

Signed By: _____

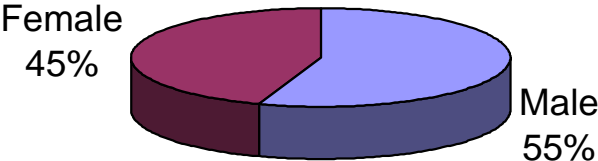
Title: _____

For The Sponsor:

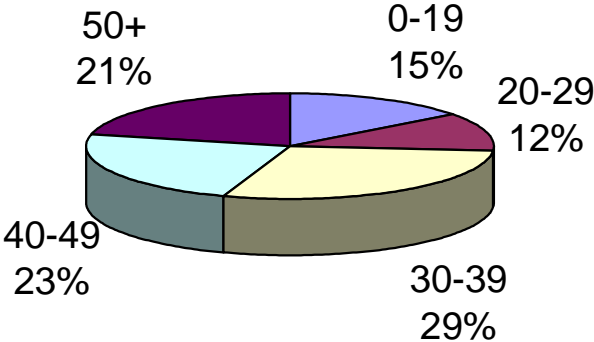
Signed By: _____

Title: _____

Gender Demographics



Age Group Demographics



Geographical Demographics

