



**NEW GLOBAL
ADVENTURES™**

SPONSORSHIP



**BETHE
LIGHT 5K**

INTRODUCTION

An electrifying night for a worthy cause! Going on its 10th year, the Be The Light 5K has become one of the premier events in the Santa Clarita Valley, attracting around 1,000 participants, along with many spectators, volunteers, and members of the media. Bringing the community together for an inspirational night run/walk to make a positive impact on the community by creating awareness and support for youths in recovery through the support of A Light of Hope charity.

A Light of Hope is a Santa Clarita based 501(c)3 non-profit organization serving families that are facing youth substance abuse and/or serious life issues, to be a beacon of light in their lives and guide them to a healthy positive life. A Light of Hope has been changing lives since 2008!

Participants come to this fun family event to be active and to shine their light in the community for those in need. Coming together in their best night running outfits decked out in with lights and colorful glow bands to shine their brightest together!

SCHEDULE

Race day is on Saturday, September 21, 2024 with early check-in activities from 2:00 to 6:30 PM with the 10K race set to start by 7:00 PM and the 5K at 7:05 PM.

LOCATION

The race festival will be staged at the West Creek Park in Valencia, CA with the course doing a loop on the Santa Clarita paseos between Copper Hill Dr. and Decoro Dr. Check the website for the latest details at bethelight5k.com

RESPONSIBLE LAND USE

We are committed to ensure the locations used are not damaged and are left in the same condition if not better than they were when we arrive. This means the staging area, course, stations, check-in locations will be fully cleaned up and leave no environmental impact after the event is complete.

This document provides an overview of the benefits sponsors receive, event details, and sponsorship participation options. Please take a few moments to read through and consider to sponsor Be The Light 5K. If you have any questions or would like additional information please feel free to contact us.

Sincerely,

Be The Light Team
(310) 954-7977
run@bethelight5k.com



*"Running is about more than just putting one foot in front of the other;
it is about our lifestyle and who we are."*

Joan Benoit Samuelson

WHY BE THE LIGHT?

This is about taking a stand against the devastation caused by youth substance abuse, and other self destructive behaviors, by raising much-needed awareness and funds to support the work of A Light of Hope (ALOH) in our community.

IN 2017 WE SAW...

- 1,634 youth and 1,486 parents finding hope by attending ALOH support groups
- Over 600 youth in sober community through weekly Alternative Peer Group (APG) activities
- Many of our youth celebrating "30 days clean" or getting sober anniversary birthday cakes



THE PROBLEM IS REAL, THE NEED IS URGENT

Overdose is now the leading cause of accidental injury deaths, surpassing suicides and car accidents (source: [NBC News](#)). The Centers for Disease Control & Prevention ([CDC](#)) reported that overdose deaths from opioids, including heroin and prescription opioids (e.g., oxycodone, hydrocodone, and methadone), have more than quadrupled since 1999.

Santa Clarita is not immune. We lost 11 lives to heroin overdose in 2015. And in a single 24-hour period in April 2017, overdose claimed the life of one person and sent seven people to the emergency room. (source: [The Signal](#))

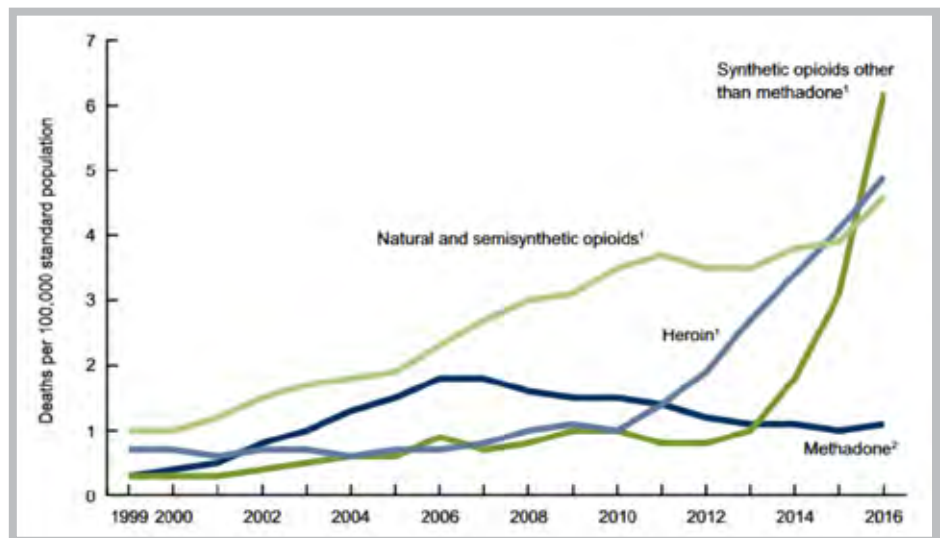
Shine your light at Be The Light 5K and to have a positive impact for those in need in our community.



FROM THE HEADLINES

Suspected Drug Overdoses Killing About One a Month in SCV
—*The Signal* (5/13/16)

Unusually Potent Strain of Heroin Gripping SCV
—*NBC Affiliate* (4/26/17)



SPONSORSHIP BENEFITS

Be The Light 5K offers a unique opportunity to grow your business with exposure through the event and face-to-face engagement with the community. Be associated with a popular event and making a positive difference in the fight against youth substance abuse.

Sponsors and partners enjoy the benefit of receiving increased exposure of your business, products, and brand by reaching a very targeted affluent audience of consumers. Be The Light 5K attracts a variety of participants from casual to athletic runners with participants that come from the Santa Clarita Valley and the surrounding Southern California communities. By becoming a sponsor your business, products, and brand will have a strong presence with the event providing a direct connection with participants while also supporting A Light of Hope charity cause to make a difference.

TARGET AUDIENCE

- Local and regional Southern California residents
- Average age is 36
- 34% Male / 66% Female
- 48% Run / 52% Walk
- Active and healthy lifestyle
- Successful careers, business owners, and home owners
- Actively engaged with the community

BENEFITS INCLUDE

- Brand and/or product prominently placed at event
- Logo and link placement on event website, email campaigns, and social media channels
- Goodie bag inserts of promotional material and/or samples
- Logo placement on event materials such as t-shirts, goodie bag, bib, etc
- Logo placement in volunteer's handbook
- Space for a booth presence at the event festival
- Exposure to local and regional athletes, runners, and volunteers
- Announcements during the event
- Press and media exposure to local and regional news including The Signal, KHTS Radio, and SCVTV
- Press and media exposure to targeted running sources including magazines, blogs, event calendars, social media and online running communities

FREE RACE PHOTOS

The real marketing advantage comes from the FREE race photos. There will be photographers at the start/finish, on the course taking action photos of participants, at the photo wall, these photos are very popular as participants share on their social media, thus in turn spreading your brand even farther. Sponsors can use the photos in their own marketing to showcase their engagement with the community and making a difference.



SPONSORSHIP OPTIONS

Choose from the following sponsorship options:

OPTION #1 - VENDOR BOOTH - \$200

YOU WILL RECEIVE:

- Booth presence at race festival & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, emails, social media channels



OPTION #2 - STATION SPONSOR - \$300 (Limited to 1 sponsor)

YOU WILL RECEIVE:

- Sponsor aid-station to provide participant supplies at stations.
- Acknowledgment of your support online and throughout the event
- Booth presence at race festival & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, emails, social media channels
- Complementary race entry



OPTION #3 - BARRICADE BANNER SPONSOR - \$350

YOU WILL RECEIVE:

- Logo on double sided barricade banners
- Acknowledgment of your support online and throughout the event
- Booth presence at race festival & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, emails, social media channels
- Complementary race entry



OPTION #4 - BIB SPONSOR - \$700 (Limited to 1 sponsor)

YOU WILL RECEIVE:

- Logo on custom designed race bib
- Acknowledgment of your support online and throughout the event
- Booth presence at race festival & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, emails, social media channels
- Complementary race entry x 2



OPTION #5 - LIGHT TUNNEL SPONSOR - \$1000

YOU WILL RECEIVE:

- Sponsor a light tunnel
- Banner or sign with logo placement on light tunnel
- Decorate light tunnel to be unique or we can decorate it for you
- Acknowledgment of your support online and throughout the event
- Booth presence at race festival & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, printed materials, emails, social media channels
- Complementary race entry x 3



OPTION #6 - PHOTO SPONSOR - \$1000

YOU WILL RECEIVE:

- Logo placed on official race photos
- Acknowledgment of your support online and throughout the event
- Booth presence at race festival & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, printed materials, emails, social media channels
- Complementary race entry x 3



SPONSORSHIP OPTIONS

OPTION #7 - TOP PRIZE DONATION SPONSOR - \$2500 (Limited to 1 sponsor)

YOU WILL RECEIVE:

- Present cash prize for 1st place finishers, \$1500 will be donation to A Light of Hope
- Prize checks with company logo and presented by...
- Recognition of sponsor when awarding prizes
- Acknowledgment of your support online and throughout the event
- Booth presence at race festival & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, printed materials, emails, social media channels
- Complementary race entry x 6



OPTION #8 - TITLE SPONSOR - \$5000 (Limited to 1 sponsor)

Full title placement with event, contact us for pricing.

MUST SIGN UP EARLY TO ENSURE LOGO PLACEMENT

YOU WILL RECEIVE:

- Have "Presented by Your Company (or brand)" added with race name and logo
- Acknowledgment of your support online and throughout the event
- Booth presence at race festival & recovery zone
- Provide inserts or samples for goodie bag
- Featured sponsor email and social media campaign
- Logo on barricades, banners, photo wall, bib, website, printed materials, emails, social media channels and more
- Complementary race entry x 10



Not ready for monetary sponsorship yet, but still want to have your business involved? Your company can support the event by providing in-kind products or services donations. Got something else in mind? Reach out to us and let's talk.

OPTION #9 - IN-KIND DONATION SPONSOR

Provide the event with products, prizes, or services valued at **\$300 or greater** that is usable at the event in exchange for sponsor support you will have a presence at the event.

PROVIDE ANY ONE OR COMBINATION OF THE FOLLOWING:

- Bottled water, sports or recovery drink (coconut water or chocolate milk)
- Energy gels or bars
- Refueling food (fruit, veggies, bagels, etc.)
- Specialty finish line treats (ice cream, cup cakes, pizza, egg rolls, etc.)
- Race day meals for volunteers and staff
- Rental services such as lighting, trucks, generators, etc.
- Photography/videography services
- Medical first-aid volunteer personnel
- Raffle merchandise and goodies for volunteer training
- Prize merchandise, services, and goodies for top finishers

YOU WILL RECEIVE:

- Acknowledgment of your support online and throughout the event
- Booth presence at race festival & recovery zone
- Provide inserts or samples for runner goodie bag
- Logo/link on website, emails, social media channels



Note: sponsors are responsible for bringing their own booth and items to the event. Generator power will be available if needed.

PRIZES & GIVE AWAYS

RUNNER PRIZES

At each race, in addition to giving all the runners a finisher medal, we honor the top finishers with a special prize goodie bag that contains items we have put together as well as goodies from our vendors and sponsors. This is a great way to recognize the top finishers and give them some awesome goodies from your business, it can be general swag, official merchandise, products, gift certificates, cash, or services. We encourage all sponsors to provide something a little extra for the top finishers to help make it a more memorable race experience!

Be The Light 5K has 3 categories, 10K and 5K where we recognize the top 3 finishers, male and female, plus the biggest team. The following shows the prize bag count:

10K

1. 1st Place Male
2. 1st Place Female
3. 2nd Place Male
4. 2nd Place Female
5. 3rd Place Male
6. 3rd Place Female

5K

1. 1st Place Male
2. 1st Place Female
3. 2nd Place Male
4. 2nd Place Female
5. 3rd Place Male
6. 3rd Place Female

TEAM

1. 1st team
2. 2nd team
3. 3rd team



As a sponsor you have 2 options available:

- Option 1: Provide prize items for only the 1st place finishers. **Total prize count: 5**
- Option 2: Provide prize items for all top finishers. **Total prize count: 15**

VOLUNTEER GIVEAWAYS

These types of events would not be possible without the team of volunteers who take time out of their lives to help make this a great race experience. For every race we do a volunteer training luncheon 1-week before the race to help train them, meet the race crew, and answer any questions they may have. At these training luncheons, we will often do a raffle to give away various sponsor products, swag, and goodies to the volunteers as an extra thank you for coming out to volunteer at the race. We treat them like family and hope that we are able to create a great experience for the volunteers.

This is a great way to get your business brand and products in the hands of the race crew volunteers. On average we have 30-50 volunteers. If you would like to contribute to the volunteer giveaways you can provide anywhere from 1 big ticket item to 30 or more smaller items or anything in between. We can also have the option to sponsor the volunteer training luncheon, simply inquire with us for details. The choice is yours and we welcome the support to show appreciation to the awesome race crew volunteers!



"Running is the greatest metaphor for life, because you get out of it what you put into it."

Oprah Winfrey

SPONSORSHIP SIGN UP

NEXT STEPS

Ready to be a part of an electrifying experience at the Be The Light 5K?

We welcome your support and have made it easy to enroll in the sponsorship program. Simply go online to the URL below and complete the online form. Then we will get in touch with you with details and next steps.

Sponsorship Application: <https://bethelight5k.com/sponsorship/>

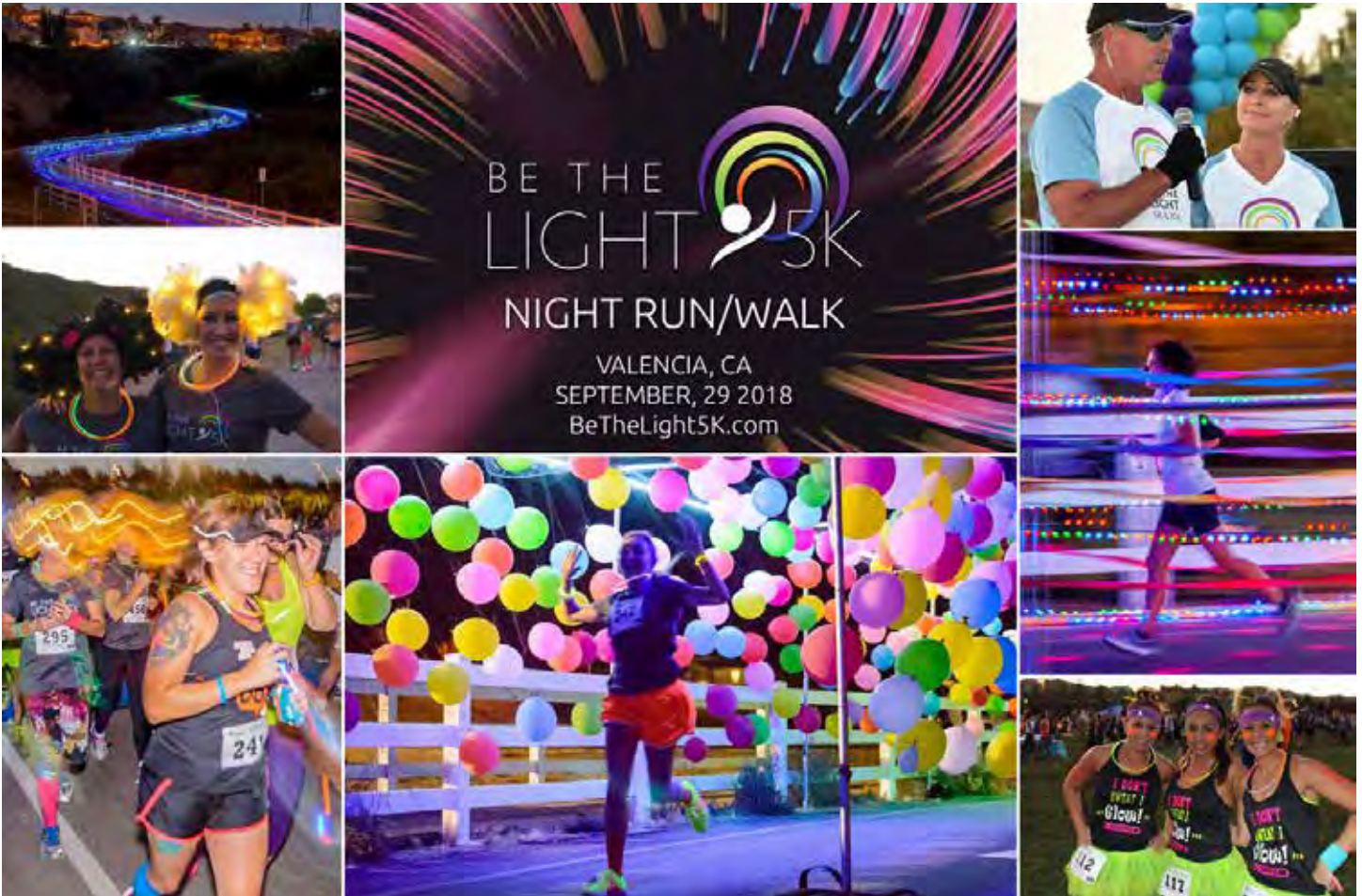
Thank you for supporting Be The Light 5K and A Light of Hope. We look forward to building a long term relationship with you that is mutually beneficial for both parties, for the participants, and the community.

GOT QUESTIONS?

For questions or additional details or to simply discuss alternative engagement options please feel free to contact us at run@bethelight5k.com, we'll work with you to make it a win-win partnership for everyone.

"Never underestimate the power of dreams and the influence of the human spirit. We are all the same in this notion: The potential for greatness lives within each of us."

Wilma Rudolph



A LIGHT OF HOPE

WHERE THERE IS LIGHT THERE IS HOPE

A Light of Hope Support Center, Inc. (ALOH) is a Santa Clarita based 501(c)3 non-profit organization dedicated to providing healing and freedom for youth 14-26 years of age. While there is emphasis on substance abuse and addiction, help is offered for a wide range of life challenges faced by teens and young adults (e.g., eating disorders, cutting, depression).

We strive to inspire, encourage, support and celebrate personal growth and spiritual development for families, youth, and young adults in recovery from addiction or self destructive behaviors

ALOH offers support-group and counseling options to serve the needs of individuals and families. ALOH strives to facilitate, inspire, and celebrate personal growth and spiritual development for families, youth, and young adults in recovery. ALOH is run by those personally affected by addiction and abuse.

The generosity of donors is one reason we're able to offer many services free of charge to Santa Clarita youth and families; we also have a professional certified staff and offer a full complement of individual and family counseling.

SERVICES OFFERED

- Counseling for Individuals and Family
- Specialized Small Groups
- Free Weekly Support Groups
- Sober Activities
- Family Interventions
- Inpatient Treatment Referrals
- Treatment Transports
- Sober Living Referrals

Learn more and get involved at alightofhopescv.org



"GOD, grant me the Serenity to accept the things I cannot change, The Courage to change the things I can, and the Wisdom to know the difference."

- Serenity Prayer

SPONSORSHIP SUPPORT

Our mission cannot be realized without the support and partnership of local and national business community. Monetary contributions as well as in-kind product or service donations serve as the backbone to supporting these events. Many opportunities at various levels are available for your company to support the Be The Light 5K, allowing you to maximize your return on investment, exposing your business, brand, and/or products to a targeted audience while shining as a positive community role model and making a positive impact on peoples lives.

CREATING GREAT EXPERIENCES

We take great pride to create the best possible race experience for everyone that engages with it. Be it as a runner, walker, spectator, or volunteer. We want everyone to always have a great experience at every touch point, from the first point of engagement through our website or brand, at the check-in, to running the course, stopping at an aid station, to crossing the finish line and receiving their amazing medal. Every touch point is carefully thought out to ensure it is a positive experience that enhances the overall race experience.

Our goal is always to have participants walking away saying:

“Wow, that was one of the most amazing races I’ve experienced!”

SPONSORSHIP FUNDS

What happens to the funds provided by sponsors? Majority of the time the funds will go to cover the specific items noted in the sponsorship option selected, such as the cost of bibs, barricades, medals, station supplies, or race logistics and resources along with a portion of proceeds going to A Light of Hope charity.

RESOURCES & EXPENSES

The organization of an event has many moving pieces that is the cumulation of months of effort, planning, and work to bring together the event for the one “race day”. Before that day there are countless hours and resources put in to create and organize the event. Starting with a small dedicated team in the months leading up to the event, followed by a growing team and volunteers leading into the final days to the actual race. Orchestrating all the moving pieces to bring together a great race experience on race day for participants.

Below is a small preview of event expenses that are involved in organizing a race:

- Finisher medals
- Runner shirts
- Bibs
- Top awards
- Prize bags
- Certificates
- Station materials
- Station supplies (food/water)
- Event signs
- Start/Finish line materials
- Finish line supplies
- Start/Finish line arch
- Timing system
- Timing services
- Timing chips
- DJ services
- PA system
- Event insurance
- Event permits
- Health permits
- Course signs & flagging
- Transportation
- Promotional materials
- Equipment rentals
- Portable toilet rentals
- Waste & recycling service
- Water delivery
- Ice delivery
- Volunteer shirts
- Volunteer meals
- Volunteer training
- Volunteer raffle prizes
- Website development
- Website hosting
- Software and licensing
- 3rd party services
- Marketing & advertising



NEW GLOBAL ADVENTURES

Headquartered in California, New Global Adventures is a global service of software, media and event entertainment company dedicated to making great experiences for the athletic and running industry around the world. We are creative folks who enjoy being healthy and sharing great experiences.

Be The Light 5K comes from a partnership with New Global Adventures and A Light of Hope to create an amazing event experience that you will love and having a positive impact on our community. Be The Light 5K is our seventh US based race we organize each year in California. Additional events include Silver Moon Race, Sugar Daddy Race, Grit OCR, SPACEROCK Trail Race, and VALENCIA Trail Race, each unique events to bring the community together.

In addition to domestic races, we have created unique adventure race experiences in China. A vast country with an abundance beautiful exotic locations that many do not know exists, these races help bring the world of runners to experience them, including the SHANGRI-LA Marathon & Ultra in the eastern Himalayan mountains, plus we help promote Run The GREAT WALL, Four Sisters Ultra, and Wuyi Trail Race in China.

New Global Adventures events are members of the American Trail Running Association and Road Runners Club of America. For more information please visit us at: newglobaladventures.com



Thank you for considering to sponsor our events.



Sincerely,

New Global Adventures Team
run@newglobaladventures.com



Be The Light 5K
10K/5K Night Run/Walk
BeTheLight5k.com



SPACEROCK Trail Race
Half Marathon/10K/5K
SPACEROCKTrailRace.com



Grit OCR
Obstacle Course Race
GritOCR.com



Silver Moon Race
6/12/24-Hours/100-Miles
SilverMoonRace.com

Discover Great Race Experiences



Santa Clarita, CA

GritOCR.com



Valencia, CA

VALENCIATrailRace.com



Santa Clarita, CA

SugarDaddy.run



Vasquez Rocks, CA

SPACEROCKTrailRace.com

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