

29TH ANNUAL



KANSAS CITY



SUNDAY • APRIL 30 • 2017

Partnership Benefits

ABOUT THE RACE: Trolley Run has a long history as one of Kansas City's most loved road races, and the perfect warm-up run for the road race season. The four-mile course follows the old streetcar/trolley tracks between 75th & Wornall in the Waldo area and the Country Club Plaza. Over the years, the Trolley Run has become the largest four-mile timed run in the United States and the first race in Kansas City to use chip timing.

ABOUT CCVI: (Children's Center for the Visually Impaired) is a 501(c)(3) non-profit agency in Kansas City, Mo., whose mission is to prepare young children who are blind or visually impaired, including those with multiple disabilities, to reach their highest potential in the sighted world. CCVI provides a comprehensive program for children, birth through school age, including highly-specialized instruction, therapies and family education. Visit www.ccvi.org for more information.

DID YOU KNOW? More than 85 percent of what a child learns before the age of five is through vision and incidental learning. Vision provides the motivation to explore one's environment and to understand one's position in space, and it is an important avenue of sensation for the acquisition of speech and language.

CCVI IS UNIQUE. As one of only eight schools in the country who serve children, birth to school age, who are blind or visually impaired, we know our presence in Kansas City makes a difference in many lives. Some families drive more than 100 miles for our services. We strive to help all children who need our services, but this does not come without a cost. The average cost to educate a child at CCVI is \$40,000, and all of our students are on some form of scholarship.



For more information, contact
Susan Belger Angulo
sbelger@ccvi.org
816-841-2284, x2017

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Explanation of Benefits



RUNNER T-SHIRTS*

Each participant will be promoting your company on race day and long after.



DISPLAY OPPORTUNITIES*

Banners on race day for all eyes to see!



PRESS MENTIONS

Your logo prominently printed in official entry form, runner's handbook and post-race "Thank You" ad.



COURSE MARKERS*

Your logo prominently displayed along the course which starts at 75th and Wornall and runs down to the Country Club Plaza.



WEBSITE/E-BLASTS*

Logo placement on www.trolleyrun.org and e-blast event promotions.



COMPLIMENTARY TEAMS

Each partner is provided registration for their own teams of participants.

*Benefits available at certain sponsor levels.

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WHY PARTNER? Your partnership dollars will provide you with increased corporate or brand visibility while making a direct and meaningful impact in the lives of blind and visually impaired children and their families who receive services from CCVI.

Standard partnerships start at \$500. By sponsoring the Trolley Run, you receive many benefits (commensurate with sponsor level) including but not limited to: print media advertising, inclusion on TrolleyRun.org website, social media mentions, print materials and signage, logo on runner t-shirts, complimentary runners in the race, and more. We also have several unadvertised sponsorship opportunities for larger parts of the race, and are happy to cater a partnership package to suit your needs.

WHAT DOES YOUR MONEY DO? Each year, CCVI must fundraise two-thirds of the annual budget to keep the doors open. As our largest annual fundraiser, Trolley Run brings in critical dollars, and all contributions from sponsorship go directly to programming at the center. This is why sponsorship is so critical for the success of our race.

"It's a fun, family friendly event, and a Kansas City tradition!"

— Trolley Run Participant Survey Response

Partnership Opportunities



PREMIER PARTNER – \$10,000+

- All the benefits of a MAJOR PARTNER PLUS
- Logo on promotional race poster
- 3 additional complimentary teams (15 teams total)

MAJOR PARTNER – \$7,500+

- All the benefits of a PLATINUM PARTNER PLUS
- 2 additional complimentary teams (12 teams total)

PLATINUM PARTNER – \$5,000+

- All the benefits of a GOLD PARTNER PLUS
- Logo on back of individual runner Trolley Run T-shirts (4,000+)
- Logo on www.trolleyrun.org, social media sites and in e-blasts
- Logo on start/finish line banner
- 3 additional complimentary teams (10 teams total)

GOLD PARTNER – \$3,000+

- All the benefits of a SILVER PARTNER PLUS
- Logo on mile marker along race route
- 2 additional complimentary teams (7 teams total)

SILVER PARTNER – \$1,000+

- All the benefits of a BRONZE PARTNER PLUS
- 3 additional complimentary teams (5 teams total)

BRONZE PARTNER – \$500+

- Name listed in runner/walker handbook (10,000+)
- Name listed on www.trolleyrun.org
- Name listed in post-race “Thank You” ad
- 2 complimentary teams (5 runners/walkers per team)

*IF YOU ARE A KANSAS CITY EYE CARE DOCTOR/PROVIDER

and would be interested in joining the Kansas City Eye Doctors CCVI Trolley Run Team, please contact Susan Belger Angulo.

DEMOGRAPHICS OF PARTICIPANTS:

Average age of participant is 37

58% of runners are female

87% of participants live in the Kansas City Metro

Participants from 36 states were represented in the 2016 race

WEBSITE VISITS BY MONTH:

January 2016..... 7,247

February 2016..... 16,040

March 2016..... 24,991

April 2016..... 74,484



For more information, contact
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sbelger@ccvi.org
816-841-2284, x2017

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“This race is for a great cause and the money truly benefits the children.”

— Trolley Run Participant Survey Response

Partnership Form



COMPANY/ORGANIZATION NAME (AS YOU WOULD LIKE TO BE LISTED)

STREET/CITY/STATE/ZIP

CONTACT PERSON

TEAM COORDINATOR

BUSINESS PHONE

CELL PHONE

EMAIL

Please indicate partnership level (check box)	Dollar amount
<input type="checkbox"/> PREMIER PARTNER	\$10,000+
<input type="checkbox"/> MAJOR PARTNER	\$7,500+
<input type="checkbox"/> PLATINUM PARTNER	\$5,000+
<input type="checkbox"/> GOLD PARTNER	\$3,000+
<input type="checkbox"/> SILVER PARTNER	\$1,000+
<input type="checkbox"/> BRONZE PARTNER	\$500+
<input type="checkbox"/> In-Kind Donation/Custom (Please contact Susan Belger Angulo)	

Will you be submitting a logo?

Yes, I will send my logo to sbelger@ccvi.org.

The logo must be received two months prior to the event to ensure its inclusion on printed promotions. Please note "Trolley Run" and the level of partnership in the subject heading of the email. Vector files (eps, pdf, ai) are best, but large-format files (jpg, gif, tif) are acceptable.

No, I will not be submitting a logo. Please list partner name as indicated above.

No, I want my partnership to be anonymous.

Payment information:

Check (Payable to CCVI) Credit/Debit Card AX VISA MC

Name on Card

Billing Address (If different from above.)

Card #

Exp. Date

SIC 3-digit#

Signature

FOR MAXIMUM PARTNERSHIP BENEFITS, PLEASE COMPLETE AND RETURN THIS FORM BY FEBRUARY 28, 2017.

**MAIL TO:
CCVI TROLLEY RUN
ATTN: SUSAN BELGER ANGULO
3101 MAIN STREET
KANSAS CITY, MO 64111**

EMAIL: SBELGER@CCVI.ORG

FAX: 816-753-7836

PHONE: 816-841-2284, X2017

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"The course is beautiful and fast, and the race supports a wonderful cause!"

— Trolley Run Participant Survey Response