



Clayton Valley

College Park

Concord

Mt. Diablo

Northgate

Ygnacio Valley

## KEEP HIGH SCHOOL SPORTS ALIVE!

### Become a UMDAF 5K Sponsor

What does high school look like without sports? The MDUSD communities have fearfully pictured this scene for the last 2 years, yet so far with no district funding and against all odds, have maintained sports at all six high schools. Unfortunately the picture gets drearier each day. The United Mt. Diablo Athletic Foundation (UMDAF) was established as a 501(c)(3) charitable organization in May of 2009 to generate financial support for all six high schools in our school district. They accomplished this by submitting an aggressive funding plan to the MDUSD school board that includes parent contributions, cutting back on spending, better accountability for funds and overwhelming community support and donations. A great story, but we continue to struggle.

**Instead of 4,000 athletes playing high school sports we now have less than 3,600** as many students are too discouraged to play. After successfully raising more than \$150,000 and drawing 4,000 race participants the past two years, our donations have dropped. UMDAF is again reaching out to the greater community to help sponsor this worthy event which will take place October 9, 2011 at Newhall Park, Concord. As a business owner and community member, there are many levels you can help fund local high school sports and benefit from goodwill advertising for your business. Here are the levels of 5K support:

**VENDOR BOOTH SPONSOR \$150** – Booth space at the race.

**FRESHMEN FAN CLUB \$500+** – logo on sponsor banner and official t-shirt.

**JUNIOR VARSITY FAN CLUB \$1,000+** - logo on sponsor banner and official t-shirt, name on website.

**VARSITY FAN CLUB \$5,000+** - all JV Fan Club benefits and acknowledgement in local media.

**COACHES CLUB \$10,000+** - all Varsity Fan Club benefits and announced as donors throughout the event and at all future UMDAF events the entire school year.

**CHAMPIONSHIP CLUB \$25,000+** - all Coaches Club benefits and perpetual acknowledgement on website, shirt and banner.

For advertising opportunities please contact Marci Finley at [marcifin@comcast.net](mailto:marcifin@comcast.net).

*\*Sponsorships placed by September 23 will have their logo guaranteed on event t-shirt and banner. UMDAF 501(c)(3) tax-exempt ID #80-039310.*

**Please Help Save Our Sports. Become a Sponsor Today!**

1494 Washington Blvd. Ste. E

Concord, California 94521

[unitedmtdiabloathletics.org](http://unitedmtdiabloathletics.org)

Phone: (888) 400-2470



**5K BUSINESS SPONSORSHIP APPLICATION**

COMPANY: \_\_\_\_\_ CONTACT PERSON: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: DAY \_\_\_\_\_ EVENING \_\_\_\_\_ CELL \_\_\_\_\_

BUSINESS NAME (as it will appear in advertising)  
\_\_\_\_\_

**5K BUSINESS SPONSORSHIP PACKAGE:** (please check one)

5K Vendor \$150 \_\_\_\_\_ 5K Sponsor: Freshman \$500 \_\_\_\_\_ Junior Varsity \$1,000 \_\_\_\_\_ Varsity \$5,000 \_\_\_\_\_

5K Sponsor: Coaches Club \$10,000 \_\_\_\_\_ Championship Club \$25,000 \_\_\_\_\_

\_\_\_\_\_ I am interested in sponsoring the UMDAF and all its efforts for \$ \_\_\_\_\_

\_\_\_\_\_ I have enclosed my Logo artwork for my ad on the enclosed disk (please submit artwork in Vector format (ai or eps) or JPEG)

\_\_\_\_\_ I will email my artwork to you (email all artwork to: [marcifin@comcast.net](mailto:marcifin@comcast.net))

Please accept my application for sponsorship

*Attached is my check, payable to **United Mt. Diablo Athletic Foundation or (UMDAF)***

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Return application, payment and artwork to:**

**United Mt. Diablo Athletic Foundation**

PO Washington Blvd Ste.E

Concord, CA 94521

*Questions?*

*Vendors: Linda Flower at [lflower@comcast.net](mailto:lflower@comcast.net)*

*Sponsors: Marci Finley at [marcifin@comcast.net](mailto:marcifin@comcast.net)*