



Dear Prospective Sponsor:

Thank you for expressing an interest in sponsoring the 7th **Annual Classic 5k/10k Runs** benefiting the Talbert Family Foundation. The Calabasas Classic 5k/10k will be held on Sunday, November 14, 2010 in Calabasas and promises to be again the **premier running event in the West Valley**. The scenic course, which winds through beautiful Calabasas Park, offers the participants an opportunity to enjoy a first class running event in one of the most picturesque settings in all of southern California. After finishing the race, runners and their guests attend the post race festival, with food, drinks, music and other activities for the family.

The 2009 event attracted almost 2,000 runners and an estimated 4,000 visitors to the race expo. The event has grown in participants in each of the first five years. It will no doubt be even bigger this year.

The Calabasas Classic is produced by and benefits the **Talbert Family Foundation**, a non-denominational, not-for-profit organization, which provides direct financial support for families with members who have cancer and other catastrophic illnesses. 100% of the funds raised goes to supporting these families. We have helped over 150 families with over \$2,000,000 in financial support.

To make this exciting event as special as possible, we'd like to include your company. We have many sponsorship opportunities we know you will find attractive. By becoming a sponsor, you're not only helping some very special families, you're also benefiting the health and well being of the community at large by getting them to take part in an active, healthy lifestyle. Please review our sponsor package.

Together we have built this into a premier local race that will be the pride of our community for years to come. Thanks for your thoughtful consideration.

Sincerely,

Lloyd Talbert  
President

Julie Talbert  
Executive Director

**25003 Jim Bridger Road Hidden Hills, CA 91302  
818-715-0428**

**Calabasas Classic 5K/10K Runs**  
**at Calabasas Park**  
**November 14, 2010**

Please circle the applicable sponsorship and sign below.

**Title Sponsor** - For a \$25,000 fee and promotional considerations in media placements and point of service placements, the title sponsor will receive **TITLE** promotion on all marketing materials for the event and will receive a VIP booth space at the expo.

**Presenting Sponsor** - For a \$5,000 fee, each Presenting Sponsor will have their name shown as “Presented by” on all promotional materials, put their own promotional item in the participant goodie bag and will receive a 10x10 booth space at the expo.

**Major Sponsor** - For a \$2,500 fee, each Major Sponsor will have their name shown on all promotional materials, put their own promotional item in the participant goodie bag and will receive a 10x10 booth space at the expo.

**T Shirt Sponsor** - For a \$1,500 fee, you will be sponsoring 175 event t shirts. The front of the shirt will reflect the Calabasas Classic Logo – Benefiting the Talbert Family Foundation and on the back of shirt will be the logo (only) for this sponsor.

**Corporate Sponsor** - For a \$1,000 fee, Sponsors will be able to be listed on the website and put their own promotional item in the participant goodie bag.

**Booth Sponsor** - For a \$250 fee, Booth Sponsors will get a 10 x 10 booth space at the expo and have their booth listed in appropriate marketing materials for the event.

**In Kind Sponsor** - We will need various supplies for the racers. Items such as bottled water, fruit, energy bars, gels and drinks for before the races, at the aid stations on the course and after the race will be needed. We will also accept in kind sponsors for services such as printing programs, t-shirts and banners, equipment rental and other essential services. The value of the in-kind sponsorship will be mutually agreed upon by the sponsor and the Foundation.

**Note: T Shirts are not considered “promotional materials”. Promotional materials typically include promotion in Online Advertisements, distribution of race flyers and brochures as well as listing on the website sponsor page.**

**Calabasas Classic 5K/10K Runs  
at Calabasas Park  
November 14, 2010**

\_\_\_\_\_  
Sponsor

\_\_\_\_\_  
Date

\_\_\_\_\_  
Calabasas Classic Representative

\_\_\_\_\_  
Date

Sponsor Level\*\* \_\_\_\_\_

Sponsor Name \_\_\_\_\_

Sponsor Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Method of Payment: Visa MC Amex Discover Check

Please make checks payable to The Talbert Family Foundation

**Mail completed forms to:**

**Julie Talbert  
Talbert Family Foundation  
25003 Jim Bridger Road  
Hidden Hills, CA 91302  
818-715-0428  
818-715-0456 fax**

\*\*Sponsorships where only one is indicated will be verified by Race Director.