

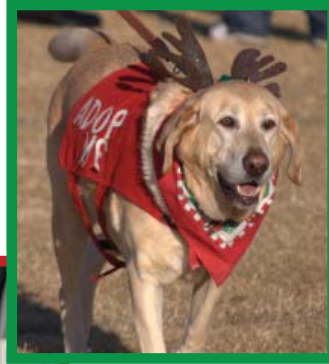
Celebrating health, fitness and the joy of Christmas...

A portion of the proceeds to benefit Maricopa County  
Animal Care & Control and PACC 911

**PACC911**  
PHOENIX ANIMAL CARE COALITION



**Maricopa County**  
*Animal Care and Control*



# 12k's of CHRISTMAS®



The 12k's of Christmas® is produced by  
FieldWorks Events & Marketing Inc.  
(480) 609 3978  
[www.12krun.com](http://www.12krun.com)

**FIELD  
WORKS**  
Events & Marketing Inc.

Photos compliments of Jessica Leonard Photography,  
and event volunteers Sean & Katie Moro

**Saturday December 10, 2011**

Freestone District Park (1045 E. Juniper Road, Gilbert AZ 85233)

**12k and 6k Run/Walk**

**Christmas Bazaar**

**1.2K Santa Sled Run/Walk**

**Santa's Pet Village**

**Christmas Caroling**

## Sponsorship Packages

Join us for a fun, community Christmas celebration for families and individuals, featuring timed 12k and 6k run/walk events with Christmas Carolers at every “k” and a non-competitive 1.2k (3/4 mile) Santa “Sled Run” (Walk/Stroll) where families and teams will compete for prizes like the Christmas Spirit Award, Best Dressed Pet, and Best Decorated Entry!



### North Pole Sponsors \$3,000

Sponsorship of the 12k, 6k, 1.2k walk event, or runner VIP area. Includes:

- Sponsor name in event title (ie. 6k run/walk presented by sponsor)
- Logo ID on Race Bibs or Running Socks
- Logo ID in Event Guide, Posters, Map, Website
- Logo ID on limited edition T-Shirts, Volunteer shirts
- 10x20 commercial booth space (sponsor provides setup)
- Banners at event (sponsor to provide)
- Adopt-a-k signage
- Mascot participation
- Item in runner bags
- PA announcements
- 10 entries in the 12k or 6k
- 2 team entries in 1.2k



### Santa Sponsors \$1,250

Sponsor Santa’s “Pet” Village, the Christmas Bazaar, Reindeer Stage, or Santa’s Village for kids. Includes:

- Logo ID in Event Guide, Posters, Map, Website
- Logo ID on T-Shirt
- 10x10 commercial booth space (sponsor provides setup)
- Banner at sponsored area (sponsor to provide)
- Item in runner registration bags
- PA announcements
- 4 entries in 12k or 6k
- 2 team entries in 1.2k

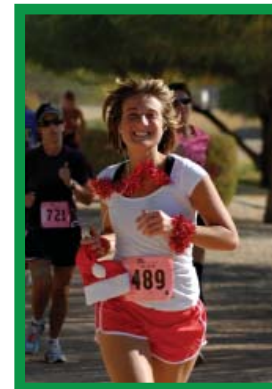


## Event Demographics

Sponsors will reach out directly to a high-income, well-educated group of active Arizona residents, primarily female. The 2010 event attracted 1,917 participants, along with 15 local choirs & performing groups, and over 2500 spectators.



72% Female  
87% Employed  
92% Arizona residents  
Median Age 37  
Median Income \$89,275



### Adopt-a-k \$500

Sponsor a choral group at one of the race “k’s”,. Includes:

- Race course signs at k
- PR recognition
- Logo ID in event guide and on map
- Item in runner registration bags
- PA announcements
- 2 Banners at the event
- 2 entries in 12k or 6k
- 1 team in 1.2k



### Christmas Spirit Award Sponsors \$375

Sponsor an award:

- Most Christmas Spirit (individual, family, children)
- Best Christmas-themed running outfit
- Best Dressed Pet
- Best Decorated Entry

Your sponsorship Includes:

- 10x10 Booth
- PA announcements
- 1 team in 1.2k



### Commercial Booth \$100

10x10 space only (sponsor provides setup); No power available