



BIG SUR LAND TRUST'S RACE FOR OPEN SPACE

Race for Open Space is a local trail running event dedicated to fostering an appreciation of natural spaces in Monterey County and celebrating the health benefits of time spent in nature. This annual event invites runners and hikers of all ages to find wonder among Monterey County's most iconic landscapes.

Dates. May 11, 2024, long distance trail runners/hikers can challenge themselves on backcountry courses monitored by staff and volunteers. This time of year will provide participants with sweeping views of green ridge lines punctuated by colorful wildflowers.

Location. The Race for Open Space begins and ends at Palo Corona Regional Park. Participants are invited to choose their adventure by registering for a 12K, 25K, or 35K trail run. Each course promises a spectacular journey through sections of the Palo Corona back country normally closed to the public. A one-mile Fun-Run will be offered for individuals of all ages and abilities. Race for Open Space's technical partner, Inside Trail Running, will oversee the start/finish line, aid stations, and participant timing/results. All activities will be offered in compliance with public health and safety guidelines.

Our Community. Last year, there were 406 Race for Open Space participants, including people of various ages from different cities. The participants' ages ranged from 3 to 89, with most between 26-70. About 50% were repeat participants from previous years. For over 45 years, Big Sur Land Trust has built up an email and mailing list with thousands of supporters. Our community is deeply passionate about our mission to inspire love of land across generations, conservation of our unique Monterey County landscapes, and access to outdoor experiences for all.

Promotion. The Race for Open Space has been covered by the *Monterey County Weekly*, *Monterey Herald*, and *KSBW Action News*. The event is also promoted through local radio stations such as KAZU and KRML, local/regional event calendars, and on social media. Printed flyers are placed at key locations throughout the county. Big Sur Land Trust also promotes the Race for Open Space at all local events we attend. On the day of the event, community partners and businesses such as Alvarado Street Brewery will help participants celebrate crossing the finish line with beer, food, and tabling displays.



BIG SUR LAND TRUST SPONSORSHIP PACKAGES

Wilderness Circle | \$10,000

- Company logo and link or individuals' names featured on Big Sur Land Trust's website
- Company logo or individuals' names included on event signage and in Big Sur Land Trust's printed newsletter
- Two social media shout-outs
- Five complimentary Race for Open Space entries
- Sponsorship publicly announced during Race for Open Space
- Invitation to attend Big Sur Land Trust events and docent-led hikes
- Invitation for two to attend an exclusive Big Sur Land Trust celebration on a magnificent landscape

President's Circle | \$5,000

- Company logo and link or individuals' names featured on Big Sur Land Trust's website
- Company logo or individuals' names included on event signage and in Big Sur Land Trust's printed newsletter
- Two social media shout-outs
- Four complimentary Race for Open Space entries
- Sponsorship publicly announced during Race for Open Space
- Invitation to attend Big Sur Land Trust events and docent-led hikes

Land Steward | \$2,500

- Company logo and link or individuals' names featured on Big Sur Land Trust's website
- Company logo or individuals' names included on event signage and in Big Sur Land Trust's printed newsletter
- One social media shout-out
- Three complimentary Race for Open Space entries
- Sponsorship publicly announced during Race for Open Space

Trailblazer | \$1,000

- Company logo and link or individuals' names featured on Big Sur Land Trust's website
- Company logo or individuals' names included on event signage
- Company or individuals' names listed in Big Sur Land Trust printed newsletter
- One social media shout-out
- Two complimentary Race for Open Space entries

Land Conservator | \$500

- Company logo and link or individuals' names featured on Big Sur Land Trust's website
- Company or individuals' names listed on event signage and in Big Sur Land Trust's printed newsletter
- One social media shout-out
- One complimentary Race for Open Space entry

To become a sponsor, complete and mail or scan this form.

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Recognition Name: _____

☐ I wish to give anonymously.

Sponsorship Amount. Check the box for your preferred sponsorship amount.

☐ Conservator \$500 ☐ Trailblazer \$1,000 ☐ Steward \$2,500
☐ President's Circle \$5,000 ☐ Wilderness Circle \$10,000 ☐ Other Amount \$ _____

Sponsorship Payment. Let us know how you will be submitting your payment.

☐ **Please bill me at the address listed above.**

☐ **I am enclosing a check with this pledge form.**

☐ **I will donate online:** (Please go to www.bigsurlandtrust.org/sponsorship-form and write in the comments the appropriate recognition name.)

☐ **Please charge my credit card:** ☐ Visa ☐ Master Card ☐ American Express

Name on Card: _____

Credit Card Number: _____ Exp. Date: _____ CVC: _____

Cardholder Signature: _____ Billing Zip Code: _____

**** Email your high-resolution company logo and any special instructions to** Burke Boynton at bboynton@bigsurlandtrust.org for logo placement on our website and on printed materials **by February 10** to take full advantage of opportunities for sponsorship recognition.

Mail Sponsorship Pledge Form to: Big Sur Land Trust, PO Box 4071, Monterey, CA 93942

Or scan and email Sponsorship Pledge Form to: sdigness@bigsurlandtrust.org or
bboynton@bigsurlandtrust.org

For more information, please contact Sarah Digness or Burke Boynton:

Sarah Digness, Institutional Giving Manager
(831) 625-5523 ext. 114
sdigness@bigsurlandtrust.org

Burke Boynton, Donor Relations Coordinator
(831) 224-5241
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