



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 experience Monterey County's most iconic landscapes.

Race Day. On May 10, 2025, runners and hikers can enjoy a range of shorter, non-technical courses to more challenging, long-distance backcountry courses, all 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 in Carmel. Participants can choose their adventure by registering for a 5K, 12K, 25K, or 35K trail run. Each course promises a spectacular journey through sections of the Palo Corona backcountry normally closed to the public. **A one-mile Fun-Run will also 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. Race for Open Space brings together a vibrant and diverse group of individuals who share a deep passion for conservation and outdoor adventure. Last year, 357 participants joined us, including 319 runners and 38 volunteers. Participants ranged in age from 3 to 79, with the majority (67%) falling between 30 and 64—a prime demographic for brand engagement. By promoting the event through popular race platforms like RunSignUp and Inside Trail Running, as well as through our mailing list of 8,000, we ensure high visibility among individuals who value healthy living, environmental stewardship, and adventure.

Promotion. The Race for Open Space receives media exposure from sources like the *Monterey County Weekly*, *Monterey Herald*, and *KSBW Action News*. Event promotion also extends to local radio stations such as KAZU and KRML, local/regional event calendars, and social media platforms. On race day, community partners and businesses such as Alvarado Street Brewery help participants celebrate their accomplishments with beer, food, and tabling displays, creating a lively and engaging experience for all.



BIG SUR LAND TRUST SPONSORSHIP PACKAGES

Legacy Conservator | \$10,000

- Exclusive recognition as Presenting Sponsor: Race for Open Space presented by “Your Company”
- Company logo and link prominently featured on Big Sur Land Trust’s website
- Premier placement of company logo on event signage and in Big Sur Land Trust’s printed Annual Report
- Public recognition through:
 - one Big Sur Land Trust e-newsletter feature and
 - one dedicated Instagram and Facebook post
- Invitation to an exclusive Big Sur Land Trust event or docent-led hike for up to 10 guests
- Six complimentary Race for Open Space entries

Summit Sustainer | \$5,000

- Company logo and link featured on Big Sur Land Trust’s website
- Logo inclusion on event signage and in Big Sur Land Trust’s printed Annual Report
- Social media recognition through one dedicated Instagram and Facebook post
- Sponsorship publicly announced during Race for Open Space’s opening program
- Invitation to attend one Big Sur Land Trust event or docent-led hike for up to four guests
- Four complimentary Race for Open Space entries

Land Steward | \$2,500

- Company logo featured on Big Sur Land Trust’s website
- Logo inclusion on event signage and in Big Sur Land Trust’s printed Annual Report
- Social media recognition through one dedicated Instagram and Facebook post
- Opportunity to host a branded water or aid station (first-come, first-served)
- Three complimentary Race for Open Space entries

Trailblazer | \$1,000

- Company logo featured on Big Sur Land Trust’s website
- Logo inclusion on event signage and in Big Sur Land Trust’s printed Annual Report
- Social media recognition through a shared Instagram and Facebook post with other Trailblazers
- Two complimentary Race for Open Space entries

Ecosystem Ally | \$500

- Company name featured on Big Sur Land Trust’s website
- Name recognition on event signage and in Big Sur Land Trust’s printed Annual Report
- Group social media recognition through Instagram and Facebook
- One complimentary Race for Open Space entry



Sponsorship Pledge Form

To become a sponsor, complete and send this form via post or email.

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.

Ally \$500 Trailblazer \$1,000 Steward \$2,500
 Sustainer \$5,000 Conservator \$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.

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

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
(530) 520-0313
sdigness@bigsurlandtrust.org

Burke Boynton, Donor Relations Coordinator
(831) 224-5241
bboynton@bigsurlandtrust.org