



# CERRITOS HIGH SCHOOL

ABC UNIFIED SCHOOL DISTRICT

12500 East 183<sup>rd</sup> Street ■ Cerritos, CA 90703 ■ 562-402-5044

*"Generating Effective Communicators, Positive & Productive  
Citizens, Responsible Learners & Complex Thinkers."*

**Cerritos High School**  
12500 East 183<sup>rd</sup> Street  
Cerritos, CA 90703  
562-402-5044

## **THE GREAT COW RUN & THE HIGASHI ROMAN MEMORIAL RUN**

The Great Cow Run is a high school cross country invitational celebrating the history of Cerritos. In order to remember its history as Dairy Valley, a cow theme has been implemented including lead cow bikers, cow bell as awards, as well as cow mile makers. The Higashi Roman Memorial Run is an open race that is used to honor the memory of two former Cerritos students who lost their lives in separate car accidents in 2007. Darren Higashi was an employee of the City of Cerritos who was an alumni of the school while Regina Nicole Roman was a student at the time of her passing.

**Patrick Walker**  
Principal

May 1, 2014

**Adam Wright**  
**TreAna Hundley**  
**Cynthia Guterrez**  
Assistant Principal

To Whom It May Concern,

**Carey Lin**  
Dean

The Cerritos High School Cross Country team hosts an annual cross country invitational in September. In the past, over two thousands participants and spectators took part in this event from high schools across the area and residents of local cities supporting the efforts of the program. In partnership with the City of Cerritos, the Cerritos High School Cross Country team has begun planning for its 2014 event on September 6, 2014 to take place at Cerritos Regional Park. Currently, we are looking for sponsors and donations for our event in order to make it a successful one. The various levels of support will allow sponsors to find a package that is right for them while supporting our program at the same time!

**Sue Rausch**

**Jessica Monserratte**  
Activities Director

In addition, you may decide that you rather select a package directed towards our program. The packages directed towards our program can help sponsor the activities of the program or allow an athlete participate who may not have otherwise been able to due to financial constraints.

**Rob Adams**  
**Todd Denhart**  
Athletic Director

Thank you again for all of your continued support for our program and more importantly, our athletes!

**Tax ID #**  
95-2380644

Sincerely,

Jason Watanabe  
Race Director  
Head Coach, Cross Country  
Cerritos High School

E-mail: Jason.Watanabe@abcusd.k12.ca.us  
Cell Phone: 562-397-0867

## **Levels of Sponsorship**

The Great Cow Run & Higashi Roman Memorial Run Packages  
Amount may include Monetary Donation or Value of Supplies Donated

### **Title Sponsor - \$10,000+**

Deadline - July 1, 2014

Title sponsors will be recognized as the main sponsor at the annual event and will have their logo and company name included on all materials included mailings, t-shirts, medals and banners printed for the invitational for the year in which they were a sponsor.

Only **ONE** title sponsor can be accepted each year, which will be determined by the highest donation by the deadline unless otherwise agreed upon in advance.

### **Clock Sponsor - \$5,000+ per clock**

Deadline - August 1, 2014

Clock sponsors will be recognized with a banner that is displayed with the clock that is purchased for the invitational. The banner will be displayed every time the clock is used for the invitational or other meets including the Suburban League Series. Only

**FOUR** clock sponsorships are available.

### **Finish Line Sponsor - \$5,000+ (MAJOR); \$1,000 (MINOR)**

Deadline - July 1, 2014

Major finish line sponsors will be recognized with their logo displayed by banner on the inflatable finish line chute. The logo will be displayed under the title sponsor (if applicable) at the top of the finish chute. Minor finish line sponsors will have a smaller banner displayed on the column of the inflatable finish line chute. Only **ONE** main finish line sponsorship is available. **FOUR** minor finish line sponsorships are available.

### **Bib Sponsor - \$2,500**

Deadline - July 1, 2014

Bib sponsors will have their logo printed on the individual bibs which each athlete participating will be wearing and may be seen at the meet, as well as pictures posted following the meet. Only **ONE** bib sponsorship is available.

### **Platinum Sponsor - \$1000**

Deadline - July 1, 2014 (T-Shirt Logo)

Platinum sponsors will have their logo included on the meet t-shirt, allowed to include a self-provided handout in the meet packets, will be provided a course sign recognizing their sponsorship.