# CERRITOS HIGH SCHOOL

**ABC UNIFIED SCHOOL DISTRICT**

12500 East 183rd Street ■ Cerritos, CA 90703 ■ 562-402-5044

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


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

**Janice Peterson**
Principal

**Le Wentz**
**Adam Wright**
**Jei Garlitos**
Assistant Principal

**Carey Lin**
Dean

**James Baek**
**Melissa Chan**
Counselor

**Sue Rausch**
**Jessica Monserratte-Sabet**
Activities Director

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

**Tax ID #**
95-2380644


**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.

May 1, 2013

To Whom It May Concern,

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 2013 event on September 7, tentatively planned to take place at Cerritos Regional Park. With the increased participation of the city, we hope to greatly increase the participation in our event. 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!

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. Our ability to continue to provide opportunities for our athletes is greatly attributed to your support. Support in any amount will greatly assist us in providing opportunities to all athletes. Thank you again for all of your continued support for our program and more importantly, our athletes!

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, 2013
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. (A-5000)

**Clock Sponsor - $5,000+ per clock**
Deadline - July 1, 2013
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. (A-2000)

**Finish Line Sponsor - $5,000+ (MAJOR); $1,000 (MINOR)**
Deadline - July 1, 2013
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. (A-2000/400)

**Bib Sponsor - $2,500+**
Deadline - July 1, 2013
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. (A-1000)

**Platinum Sponsor - $1000+**
Deadline - July 1, 2013 (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, and will be given recognition on our website and end of the year program. Platinum sponsors may also setup an information booth (no items may be SOLD at the park). (A-500)

**Gold Sponsor - $500+**
Gold sponsors will be allowed to include a self-provided handout in the meet packets, will be provided a course sign recognizing their sponsorship, and will be given recognition on our website and end of the year program. (A-450)

**Silver Sponsor - $250+**
Silver sponsors will be given recognition on our website, our meet packet, and end of the year program. (A-250)

**Bronze Sponsor - $100+**
Bronze sponsors will be given recognition on our website and our meet packet. (A-100)

**General Sponsor – Any Denomination**
General sponsors will be given recognition in our meet packet. (A-FULL)

REQUIREMENTS FOR GRAPHIC SUBMISSIONS WILL BE PROVIDED UPON RECEIPT OF SPONSORSHIP REQUEST.
PLEASE MAIL SPONSORSHIP MATERIALS TO:
CERRITOS HIGH SCHOOL: 12500 EAST 183$^{RD}$ STREET, CERRITOS, CA 90703 ATTN: CROSS COUNTRY
CHECKS PAYABLE TO CERRITOS CROSS COUNTRY

SPONSORS PACKAGES
IN ADDITION TO THE SPONSORSHIP PACKAGE, ALL SPONSORS OVER $500 WILL RECEIVE
TEAM 2013 RECOGNITION MEDAL, TEAM PHOTOGRAPH 2013 (UNFRAMED)
END OF THE SEASON PROGRAM, END OF THE SEASON DVD, TEAM T-SHIRT (SPONSOR BY MAY 1)

SPONSORS OVER $1000 WILL ALSO RECEIVE - TEAM PHOTOGRAPH 2013 (FRAMED)
SPONSORS OVER $5000 WILL ALSO RECEIVE - AN INVITATION FOR TWO TO OUR ANNUAL AWARDS BANQUET

Cerritos Cross Country

Amount may include Monetary Donation or Value of Supplies Donated

**Banquet Sponsor - $7,500+ (FULL); $1,000+ (PROGRAM); $1,000+ (DVD)**

Deadline - October 1, 2013

Full banquet sponsor will be recognized with their logo displayed as a banner (3' x5') banner displayed at the annual awards banquet, recognition on the cover of the full color cover banquet program, and a "SPONSORED BY" recognition at the beginning and end of the DVD which is provided to all athletes and guest following the banquet (MARCH 2012), as well as an invitation for you and a guest to our annual awards banquet. Program banquet sponsors will receive recognition on the cover of the full color cover banquet program. DVD banquet sponsors will receive a "SPONSORED BY" recognition at the beginning and end of the DVD which is provided to all athletes and guest following the banquet (MARCH 2012) . (A-2,500/500/500)

**Athlete Sponsor - $2,500+ (MAJOR); $1000+ (MINOR); $300+ (BASIC)**

Deadline - July 1, 2013

Athlete sponsor will allow ONE athlete to receive a scholarship in order to participate in the year long activities of the program. The major sponsorship includes allowing an athlete to participate on the team, camps, team trips and event that they would not otherwise be able to participate in due to financial difficulties. Minor sponsorship includes allowing an athlete to participate on the team and at the annual camp. Basic sponsorship allows an athlete to participate on the team. Major sponsors will be recognized with a banner to display at all events for that season, an advertisement placed in the end of the season program, and recognition on our team's website. Minor and basic sponsors will be recognized with an advertisement in the end of the season program and recognition on our team's website. (A-2250/850/200)

(Deadline is July 1, however, sponsors may become an athlete sponsor at any point in time.)

**T-Shirt Sponsor - $2,500+ (MAJOR); $500+ (MINOR)**

Deadline – July 1, 2013

T-shirt sponsors will have their logo printed on the team t-shirt along with the team's logo and theme. Major t-shirt sponsors will receive a logo on the team shirt as well as every shirt printed throughout the season (one color). Minor t-shirt sponsors will receive a logo on the team shirt (one color, approximately 2"x2"). Only **ONE** major t-shirt sponsorship is available. **TEN** minor t-shirt sponsorships are available. (A-2000/400)

**Carboload & Food Sponsor - $2,500+ (CARBOLOAD); $1,000 + (TEAM EVENT); $500+ (HYDRATION)**

Deadline - September 1, 2013

Carboload sponsors will help provide the pre-race meal for the athletes that will help them prepare for their upcoming race. Team event sponsors will help provide items for team gatherings and events. Hydration sponsors will provide drinks for the entire team for one race including water, Gatorade, and Pedialyte. (A-500/200/100)

**Newsletter Sponsor - $1,000+ (MAJOR); $250+ (MINOR)**

Deadline - July 1, 2013

Major newsletter sponsors will have their full page advertisement placed in the weekly newsletter posted weekly for all athletes, alumni, parents, and supporters to read. The weekly newsletter is the team's source for all news stories, articles, results, and events. Minor newsletter sponsors will have their 2" x 2" advertisement included in the weekly newsletter. The entire team and support base read this newsletter on a weekly basis beginning in June and ending in November. Major sponsors will also have an advertisement placed in end of the season program. Minor sponsors will be recognized for their donation. (A-800/200)

(Deadline is June 1, however, sponsors may become a newsletter sponsor at any point in time.)

**Banner Sponsor - $1,000+**

Deadline - September 1, 2013

Banner sponsors will have their full color vinyl banner (3'x5') displayed at every meet that the team attends during a given season. Sponsors will be allowed to keep the banner at the end of the season. (A-800)

**Webpage Sponsor - $100+**

Deadline - None

Webpage sponsors will have their logo displayed on the front page of the team website for the season in which the sponsorship was placed. Sponsors are not allowed to select the position of the logo within the page. (A-100)

**Banquet Program Sponsor - VARIES**

Banquet program sponsors will have their advertisement (B&W) placed in the end of the season program. (A-FULL)

Full COLOR Page - $1,000 (A-750)

Full Page - $100 Half Page - $75

Quarter Page - $45 Business Card - $25

One Liner - $10

**General Sponsor – Any Denomination**

General sponsors will be given recognition in our meet packet.

**SPONSORSHIP FORM**

Company/Sponsor Name _____

Contact _____

Address _____

E-mail _____

Work Phone _____

Cell Phone _____

Fax Number _____

PLEASE CHECK THE PACKAGE(S) YOU ARE INTERESTED IN BELOW

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

___ **Title Sponsor - $10,000+**
___ **Clock Sponsor - $5,000+ per clock**
___ **Finish Line Sponsor - $5,000+ (MAJOR); $1,000 (MINOR)**
___ **Bib Sponsor - $2,500+**
___ **Platinum Sponsor - $1000+**
___ **Gold Sponsor - $500+**
___ **Silver Sponsor - $250+**
___ **Bronze Sponsor - $100+**
___ **General Sponsor – Any Denomination**

CERRITOS CROSS COUNTRY TEAM PACKAGES

___ **Banquet Sponsor - $7,500+ (FULL); $1,000+ (PROGRAM); $1,000+ (DVD)**
___ **Athlete Sponsor - $2,500+ (MAJOR); $1000+ (MINOR); $300+ (BASIC)**
___ **T-Shirt Sponsor - $2,500+ (MAJOR); $500+ (MINOR)**
___ **Carboload & Food Sponsor - $2,500+ (CARBOLOAD); $1,000 + (TEAM EVENT); $500+ (HYDRATION)**
___ **Newsletter Sponsor - $1,000+ (MAJOR); $250+ (MINOR)**
___ **Banner Sponsor - $1,000+**
___ **Webpage Sponsor - $100+**
___ **Banquet Program Sponsor - VARIES**
___ **General Sponsor – Any Denomination**

Athlete Sponsored _____

Coments/Requests _____

_____

_____

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CHECKS PAYABLE TO CERRITOS CROSS COUNTRY

**THANK YOU VERY MUCH FOR YOUR CONTINUED SUPPORT!!!!**
**CERRITOS CROSS COUNTRY - RNR OHANA**