

**CGT by PMA 5K Race for Talent  
at Foodservice Conference  
Monterey, California USA  
Saturday, July 25, 2020**

**Benefits for all sponsorships**

- Recognition of company logo to be displayed on signage at the event
- Recognition of company logo to be displayed on the Center for Growing Talent website
- Recognition of company name in the Foodservice Conference program
- Recognition of company logo or name on the PMA website

**Center for Growing Talent**

**5K Race for Talent: Foodservice Conference**

**Bottled Water Sponsor**

July 23 & 25, 2020

Exclusive Sponsorship: **\$2,500** (US\$)

*(tax-deductible amount = \$2,500)*

Benefits include:

- Recognition of company logo (one-color) to be featured on the bottles of water provided to all race participants at the 5K and Nucci Golf Tournament
- Recognition of company name to be displayed on the back of the race t-shirt distributed to race registrants

**Center for Growing Talent**

**5K Race for Talent: Foodservice Conference**

**Champion Sponsor**

July 25, 2020

Eight (8) Co-sponsorships: **\$6,500** (US\$) each

*(tax-deductible amount = \$6,240, value of goods & services = \$360)*

Benefits include:

- Eight (8) complimentary race registrations for the event.
  - Registration form provided by the Center for Growing Talent
  - Registrations must be returned by June 14 to the Center for Growing Talent
    - If you would like to decline benefit, please notify the Center for Growing Talent by email at [mhoffman@centerforgrowingtalent.org](mailto:mhoffman@centerforgrowingtalent.org)
- Recognition company logo (full-color) to be featured on the finish line banner at the event
- Opportunity to provide a take-home item in the race gift bag distributed to race registrants
  - May not include advertising message or call to action
  - Item provided by Sponsor(s) to be approved by and delivered to the Center for Growing Talent by June 21
- Recognition of company name to be displayed on the back of the race t-shirt distributed to race registrants

### Center for Growing Talent

#### 5K Race for Talent: Foodservice Conference

##### Finish Line Sponsor

July 25, 2020

Exclusive Sponsorship: **\$1,800** (US\$) (plus product)

*(tax-deductible amount = \$1,800)*

Benefits include:

- Opportunity for company to decorate the finish line with your company's brand
  - Sponsor is responsible for designing (specs provided by Center for Growing Talent), supplying materials (ex: balloons can include company logo but may not include a call to action or advertising message) and building the finish line the morning of the race from 4:30 – 5:30 a.m.
- Recognition of company name to be displayed on the back of the race t-shirt distributed to race registrants

### Center for Growing Talent

#### 5K Race for Talent: Foodservice Conference

##### Packet Pick-up Giveaway Sponsor

July 25, 2020

Exclusive Sponsorship: **\$2,800** (US\$) (plus product)

*(tax-deductible amount = \$2,800)*

Benefits include:

- Recognition of company logo to be featured on a giveaway item distributed to race registrants at packet pick-up
  - May not contain advertising message or call to action
  - Item provided by Sponsor to be approved by and delivered to the Center for Growing Talent by June 14
- Recognition of company name to be displayed on the back of the race t-shirt distributed to race registrants

### Center for Growing Talent

#### 5K Race for Talent: Foodservice Conference

##### Photo Booth Sponsor

July 25, 2020

Exclusive Sponsorship: **\$2,000** (US\$)

*(tax-deductible amount = \$2,000)*

Benefits include:

- Recognition of company logo to be featured on signage at the photo booth location
- Recognition of company logo to be displayed on each printed souvenir photo taken by race participants as a giveaway
- Recognition of company name to be displayed on the back of the race t-shirt distributed to race registrants

### Center for Growing Talent

#### 5K Race for Talent: Foodservice Conference Post-Race Refreshment Sponsor

July 25, 2020

Four (4) Co-sponsorships: **\$2,000** (US\$) each  
*(tax-deductible amount = \$2,000)*

Benefits include:

- Opportunity for company to provide post-race product as part of the refreshment table provided to race participants
  - Product is supplied by the Sponsor(s) and delivery arrangements are made directly with the Center for Growing Talent staff
- Recognition of company logo to be featured on signage at the post-race refreshment table
- Recognition of company name to be displayed on the back of the race t-shirt distributed to race registrants

### Center for Growing Talent

#### 5K Race for Talent: Foodservice Conference Race Bag Sponsor

July 25, 2020

Exclusive Sponsorship: **\$4,000** (US\$)  
*(tax-deductible amount = \$4,000)*

Benefits include:

- Recognition of company logo to be featured on one side of the race bag distributed to race registrants (full-color logo)
- Recognition of company name to be displayed on the back of the race t-shirt distributed to race registrants

### Center for Growing Talent

#### 5K Race for Talent: Foodservice Conference Race Towel Sponsor

July 25, 2020

Exclusive Sponsorship: **\$2,800** (US\$)  
*(tax-deductible amount = \$2,800)*

Benefits include:

- Recognition of company logo (full-color) to be featured on the race towel distributed to race registrants
- Recognition of company name to be displayed on the back of the race t-shirt distributed to race registrants

### Center for Growing Talent

#### 5K Race for Talent: Foodservice Conference Runners' Bib Sponsor

July 25, 2020

Exclusive Sponsorship: **\$2,000** (US\$)  
*(tax-deductible amount = \$2,000)*

Benefits include:

- Recognition of company logo to be featured on the souvenir runners' bib worn by race participants
- Recognition of company name to be displayed on the back of the race t-shirt distributed to race registrants

### **Center for Growing Talent**

#### **5K Race for Talent: Foodservice Conference**

##### **Sports Water Bottle Sponsor**

July 25, 2020

Exclusive Sponsorship: **\$3,500** (US\$)

*(tax-deductible amount = \$3,500)*

Benefits include:

- Recognition of company logo (one-color) to be featured on the sports water bottle distributed to race registrants
- Recognition of company name to be displayed on the back of the race t-shirt distributed to race registrants

### **Center for Growing Talent**

#### **5K Race for Talent: Foodservice Conference**

##### **Support Sponsor**

July 25, 2020

Unlimited Co-sponsorships: **\$700** (US\$) each

*(tax-deductible amount = \$700)*

Benefits include:

- Recognition of company name to be displayed on the back of the race t-shirt distributed to race registrants

### **Center for Growing Talent**

#### **5K Race for Talent: Foodservice Conference**

##### **Time, Distance & Results Sponsor**

July 25, 2020

Exclusive Sponsorship: **\$2,000** (US\$)

*(tax-deductible amount = \$2,000)*

Benefits include:

- Recognition of company logo to be displayed at the mile markers, at the finish line and on the result boards displayed at the 5K Race for Talent booth located in the lobby for the Foodservice Conference registration
- Recognition of company name to be displayed on the back of the race t-shirt distributed to race registrants

