

Saturday, December 19, 2020

Where: Wilkerson Sanders Stadium
Race starts at: 1201 N. TL Townsend
Rockwall, Texas 75087

For Additional Race and Registration Info visit:

www.santacops4kids.org

For Additional Info on the C.A.C. visit:

www.rockwallcac.org

Hosted By:



Benefitting:





The Children's Advocacy Center for Rockwall County ("CAC") and the Rockwall Police Officer's Association ("RPOA") are hosting the Fourth Annual "Santa Cops 4 Kids 50-yard dash, 1 mile and 5k to be held in Rockwall on Saturday, December 19, 2020.

The inaugural 2016 Santa Cops 4 Kids event was a huge success and allowed us to raise over \$20,000 to benefit the Children's Advocacy Center for Rockwall County and grew each year. To date, we have raised over \$70,000 for the Advocacy Center! With full support of leadership from both the Children's Advocacy Center and Rockwall Police Department, we are expecting continued community participation. The event generates increased awareness, and all of the proceeds from the race will directly benefit the Children's Advocacy Center. To increase the monetary amount raised for the CAC, we are asking for your support with an event sponsorship or donation. All gifts are tax deductible. This year, even more than years before, we are reminded of how important the Advocacy Center is as people have been locked inside with one another during Covid-19, and we have seen our domestic violence and child abuse cases increase. Also, with Covid-19, non-profits have lost a large portion of their normal fundraising opportunities and are in even more need this year than years before.

Reasons to sponsor:

- 1. To help protect children and assist them in the healing process when abuse has occurred.**
- 2. Invest in a known proven solution that works for the well-being of children.**
- 3. Increase awareness about the Children's Advocacy Center and services offered to victims.**
- 4. Increase your business' visibility by supporting this annual event which is expected to continue efforts to support the Children's Advocacy Center.**
- 5. Reach a large portion of the community members through advertising via print, social media and the internet.**

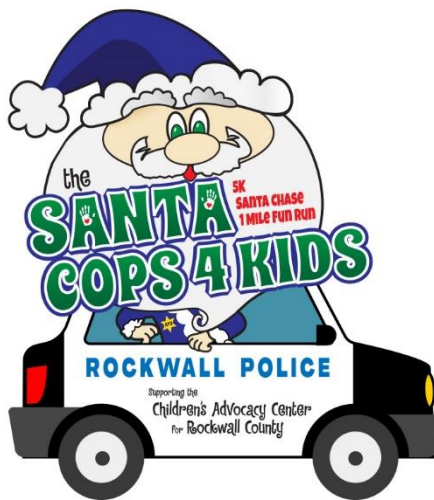
The CAC is a registered 501(c)(3) non-profit organization, and all donations are tax deductible. We would greatly appreciate your support. The CAC is a non-profit organization dedicated to providing services for abused children. It will provide a safe, child-friendly environment where prosecutors, law enforcement, counselors and other advocates will collaborate to more effectively seek justice and promote healing for Rockwall County's most vulnerable citizens. For more information about the CAC, go to www.rockwallcac.org

Thank you for your consideration. If you have any questions, feel free to contact me or our Director of Family Advocacy and Community Engagement, Farrah Brabson, at 469-745-8202 / fbrabson@rockwallcac.org.

Patricia E. Mejia
President & CEO
Children's Advocacy Center for Rockwall County

Sponsorship Opportunities

Sponsor Benefits	Chief Sponsor \$5,000+	Assist. Chief Sponsor \$2,500+	Lieutenant Sponsor \$1,000+	Sergeant Sponsor \$500+	Officer Sponsor \$250+
	*offers the highest degree of promotional exposure *1 allowed	*featured just below the Chief level in descending size and order	* descends in size & order from previous level & offers an outstanding midlevel value	*descends in size and order from previous level & offers excellent lower level value	*offers event day exposure
Title Sponsor	Featured				
Logo on Race Bib	Featured				
Hang your own banner Ability to hang a banner you provide at the event	Featured	Featured			
Announcements Opportunity to speak at the event	Featured	Featured			
Website/Social Media Your logo on Santa Cops 4 Kids Website	Featured & link to website	Logo Only	Logo Only	Logo Only	
Event Banner Your logo and name on event banner	Logo Only	Logo Only	Logo Only	Name Only	
Event Poster	Featured	Logo Only	Logo Only	Name Only	
Race Day Recognition Sponsor Recognition in announcements at event	Featured	Featured	Featured	Featured	Featured
Event day T-Shirt Your logo on event t-shirt	Name and Logo	Logo Only	Logo Only	Name Only	Name Only
Vendor Booth	Included	Included	Included	Included	Included



SPONSORSHIP LETTER OF AGREEMENT – December 19, 2020

_____ (“Company”) agrees to provide financial sponsorship for the Santa Cops 4 Kids 50-yard dash, 1 mile and 5k on Saturday, December 19, 2020. As a sponsor, Company understands that it will receive the applicable sponsorship opportunities described in this packet attached hereto and incorporated herein by reference. Company further understands that these opportunities will not be valid until this agreement is signed and Company’s check/payment has been issued to and accepted by the Children’s Advocacy Center for Rockwall County. As a sponsor, Company agrees to provide digital artwork (“Logo”) for all promotional advertising. Company understands that if the Logo is not provided to Children’s Advocacy Center for Rockwall County and Playtri by November 20, 2020, that the Logo may not be featured in certain promotional materials due to time constraints for printing said materials.

Please check the appropriate level of sponsorship:

_____ Chief Sponsor: \$5,000

_____ Informant Sponsor (**Protect my Identity**)

_____ Assistant Chief Sponsor: \$2,500

_____ I will need a vendor booth (**included if sponsor**)

_____ Lieutenant Sponsor: \$1,000

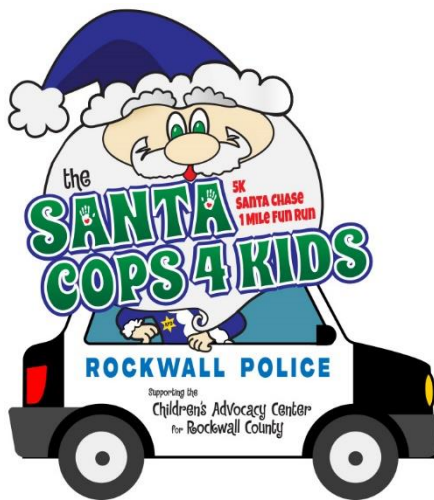
_____ I would like to make a contribution of \$_____

_____ Sergeant Sponsor: \$500

_____ I am interested in volunteering on race day.

_____ Officer Sponsor: \$250

_____ Other contributions (food, beverage, gift cards, “race packet” items, etc)



SPONSORSHIP LETTER OF AGREEMENT – December 19, 2020 (continued)

Company Name (as you wish it to appear) _____

OR

Individual Name (as you wish it to appear) _____

Address, City, Zip Code _____

Phone: _____ Fax: _____

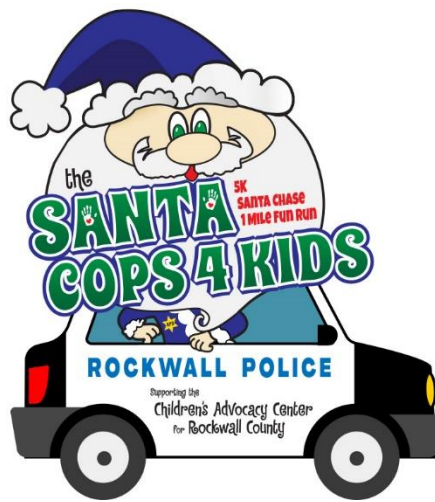
Email address: _____

Facebook: _____ Twitter: _____

Authorized Sponsor Signature

Payment Method Check Paypal Cash

Upon acceptance you will be contacted in person, and receipt issued for payment, additional information on sponsorships or general race information, please contact Farrah Brabson at (469) 745-8200 or fbrabson@rockwallcac.org.



SPONSORSHIP DETAILS – December 19, 2020 (continued)

Submission of the sponsorship form acknowledges you have read and understand the following terms:

- All sponsors will be requested to provide and adhere to the following event requests and requirements:
- Post/tag Santa Cops 4 Kids on social media outlets including Facebook, Twitter, Instagram, blogs, etc.
- Display Santa Cops 4 Kids event posters in your business. Event posters will be provided.
- Provide a fun and interactive environment with games, activities, giveaways, etc. at your booth, if applicable.
- Provide staff to man sponsor booth on race day.
- Sponsors have creative rights for booth (games, give-aways, décor etc.) to maximize awareness but cannot sell items.
- Submit a high-resolution digital file of company logo, if applicable.
- Authorization to use names/photos of any personnel or individuals attending the event in marketing materials, publications or other media items.



VENDOR OPPORTUNITIES

Contact and Recognition Information:

Company Name (as you wish it to appear) _____

OR

Individual Name (as you wish it to appear) _____

Address, City, Zip Code _____

Phone: _____ Fax: _____

Email address: _____

Facebook: _____ Twitter: _____

Description of Goods: _____

- \$50 Vendor Fee must be paid in advance unless your company is a Sponsor in which case it is waived. Please contact Farrah Brabson to make payment arrangements.
- Vendor area will be 10ft by 10ft.
- Event is held at the Wilkerson Sanders Football Stadium and race begins at Wilkerson Sanders Stadium; 1201 N. TL Townsend Dr. Rockwall, TX 75087
- We do not provide supplies such as tables, chairs, umbrellas, electricity, tents, zip ties, tools, duct tape, wi-fi, etc.
- Set up times are from 6:00am-7:30am.
- Course officially closes at 11:00 am.
- Booth spaces will be clearly labeled and we will help you find your booth location during set-up.

Upon acceptance you will be contacted in person, and receipt issued for payment, additional information on sponsorships or general race information, please contact Farrah Brabson at (469) 745-8200 or fbrabson@rockwallcac.org.