



*Marine Corps Scholarship Foundation
2010 Marine Corps Marathon
Sponsorship Opportunities*

October 29-31, 2010

October 29-30	MCM Health & Fitness Expo
October 30	Pasta Dinner
October 31	Marine Corps Marathon and MCM10K

Founding Sponsor

JARHEAD RED



Overview

About the 2010 Marine Corps Scholarship Foundation Marathon Team:

The fifth annual team will participate in the Marine Corps Marathon and MCM10K on Sunday, October 31, 2010 in Arlington, Virginia. All funds raised through the individuals and teams will be used to benefit the Scholarship Foundation and the distribution of annual scholarships to children of Marines.

Jarhead Red is the Founding Sponsor of the Scholarship Foundation Marathon Team. Their support is critical to the yearly success of this event. A portion of the sales of *Jarhead Red* benefits the Marine Corps Scholarship Foundation.

About the MCM: Awarding no prize money, the “People’s Marathon” boasts a race field of 30,000 registered runners, many first-time marathoners, who hail from every state in the nation and more than 50 countries. One out of every six runners participates with a charity partner, such as the Marine Scholarship Foundation Marathon Team.

The deadline to register for the Marathon and 10K race is August 2, 2010.

About the Expo: The Health and Fitness Expo, located at the Washington Convention Center, offers more than 200 booths and interactive centers for enjoyment by an expected 100,000 runners and guests. Marathon, MCM10K and Healthy Kids Fun Run participants are affluent, educated, active individuals. The Expo show hours are Friday, October 29 through Saturday, October 30 from 9 am to 7 pm.

Continued . . .

Overview (cont'd)

About the Pasta Dinner: Team runners, volunteers, and guests are invited to the team pasta dinner at the Westin Alexandria Hotel in Alexandria, Virginia on Saturday, October 30, 2010. A senior Marine Corps representative will attend and speak at the dinner. The pasta dinner is an opportunity for our runners to meet the rest of the team and enjoy food provided by our sponsors. Runners' gifts will be distributed and photos will be taken to commemorate the event.

About the Marine Corps Scholarship Foundation: For nearly 50 years, the Marine Corps Scholarship Foundation, a 501(c)(3) nonprofit organization, has helped accomplish what many Marines cannot – enabling their children to pursue dreams of a college education. Since 1962, our Foundation has provided academic scholarships to the children of Marines, and Navy Corpsmen serving with Marines, whose parent has been killed or wounded in action or are in financial need. More than 24,000 scholarships, valued at \$50 million, have helped set positive, new paths for these young men and women while honoring our Nation's brave Marines and Corpsmen.

Team Fundraising: Since 2006, the Scholarship Foundation Marathon Team has raised \$275,000 for deserving children of Marines. This year's team will be our largest ever, with possibly over 100 runners. Many of our team members have an affiliation with the military, and they run to honor or support a Marine friend or Marine family member. Runners utilize a "grassroots" approach to raise funds and awareness for the Scholarship Foundation.

Sponsorship Opportunities

Team Expo Booth and Runner's Village Booth Sponsor

\$15,000 Filled by Jarhead Red Winery

- ✓ Twelve (12) entries into the 2010 MCM or 10K race
- ✓ Color logo prominently featured on all sponsorship banners at Scholarship Foundation race day tent
- ✓ Color logo with hyperlink on www.mcsf.org/marathon
- ✓ Color logo on back of race day t-shirts
- ✓ 24 tickets to the pre-race pasta dinner
- ✓ Opportunity to include promotional items in race day runner cinch bags
- ✓ Opportunity to provide a banner at the pasta dinner
- ✓ Full page ad in the pasta dinner program
- ✓ Article with Color logo and photograph featured in *OnPoint* newsletter (circulation 22,000)
- ✓ Article with Color logo and photograph featured in *OnPoint* e-newsletter (circulation 6,000)

Public Service Advertising Sponsor:

Limit: 1 DC Metro Area Print/Online, 1 DC Metro Area Radio

- ✓ Eight (8) entries into the 2010 MCM or 10K race
- ✓ Recognition as Advertising Sponsor wherever name and logo appear
- ✓ Color logo prominently featured on all sponsorship banners at Scholarship Foundation race day tent
- ✓ Color logo with hyperlink on www.mcsf.org/marathon
- ✓ Color logo on back of race day shirts
- ✓ 16 tickets to the pre-race pasta dinner
- ✓ Opportunity to include promotional items in race day runner cinch bags
- ✓ Opportunity to provide a banner at the pasta dinner
- ✓ Full page ad in the pasta dinner program
- ✓ Acknowledgment at the pasta dinner
- ✓ Color logo featured with post-event article in *OnPoint* newsletter (circulation 22,000)

Marathon Team Pasta Dinner Sponsors

\$10,000, limit: 2 (can be combined)

- ✓ Eight (8) entries into the 2010 MCM or 10K race
- ✓ Color logo prominently featured on all sponsorship banners at Scholarship Foundation race day tent
- ✓ Color logo with hyperlink on www.mcsf.org/marathon
- ✓ Color logo on back of race day t-shirts
- ✓ 16 tickets to the pre-race pasta dinner
- ✓ Opportunity to include promotional items in race day runner cinch bags
- ✓ Opportunity to make short presentation and provide a banner at the pasta dinner
- ✓ Full page ad in the pasta dinner program
- ✓ Color logo featured with post-event article in *OnPoint* newsletter (circulation 22,000)

Marathon Team Running Jacket Sponsor

\$10,000, limit: 1

- ✓ Eight (8) entries into the 2010 MCM or 10K race
- ✓ Color logo prominently featured on all sponsorship banners at Scholarship Foundation race day tent
- ✓ Color logo with hyperlink on www.mcsf.org/marathon
- ✓ Color logo prominently placed on the running jackets
- ✓ Color logo on back of race day t-shirts
- ✓ 16 tickets to the pre-race pasta dinner
- ✓ Opportunity to include promotional items in race day runner cinch bags
- ✓ Opportunity to provide a banner at the pasta dinner
- ✓ Full page ad in the pasta dinner program
- ✓ Acknowledgment at the pasta dinner
- ✓ Color logo featured with post-event article in *OnPoint* newsletter (circulation 22,000)

Marathon Team Shirt Sponsors

\$5,000, limit: 2 (can be combined)

- ✓ Four (4) entries into the 2010 MCM or 10K race
- ✓ Color logo featured on all sponsorship banners at Scholarship Foundation race day tent
- ✓ Name listing with hyperlink on www.mcsf.org/marathon
- ✓ Color logo prominently placed on the back of race day t-shirts
- ✓ Eight (8) tickets to the pre-race pasta dinner
- ✓ Opportunity to include promotional items in race day runner cinch bags
- ✓ Full page ad in the pasta dinner program
- ✓ Acknowledgment at the pasta dinner

Marathon Team Hat Sponsor

\$5,000, limit: 1

- ✓ Four (4) entries into the 2010 MCM or 10K race
- ✓ Color logo featured on all sponsorship banners at Scholarship Foundation race day tent
- ✓ Name listing with hyperlink on www.mcsf.org/marathon
- ✓ Color logo prominently placed on the hats
- ✓ Color logo on back of race day t-shirts
- ✓ Eight (8) tickets to the pre-race pasta dinner
- ✓ Opportunity to include promotional items in race day runner cinch bags
- ✓ Full page ad in the pasta dinner program
- ✓ Acknowledgment at the pasta dinner

Marathon Team Gift Bag Sponsor

\$5,000, limit: 1

- ✓ Four (4) entries into the 2010 MCM or 10K race
- ✓ Color logo featured on all sponsorship banners at Scholarship Foundation race day tent
- ✓ Name listing with hyperlink on www.mcsf.org/marathon
- ✓ Color logo prominently placed on race day runner cinch bags
- ✓ Color logo on back of race day t-shirts
- ✓ Eight (8) tickets to the pre-race pasta dinner
- ✓ Opportunity to include promotional items in race day runner cinch bags
- ✓ Full page ad in the pasta dinner program
- ✓ Acknowledgment at the pasta dinner

Sponsorship Pledge Form

Company Name: _____

Contact Name: _____

Address: _____

City, State, Zip: _____ Telephone: _____

Email: _____

YES! I/We would like to support the 2010 Marine Corps Scholarship Foundation Marathon Team.

_____ Public Service Advertising Sponsor (DC Metro Area Print/Online Media)

_____ Public Service Advertising Sponsor (DC Metro Area Radio)

_____ \$15,000 Team Expo Booth and Runners' Village Booth Sponsor

_____ \$10,000 Pasta Dinner Sponsor(s)

_____ \$10,000 Running Jacket Sponsor

_____ \$5,000 Shirt Sponsor(s)

_____ \$5,000 Hat Sponsor

_____ \$5,000 Gift Bag Sponsor

I/We cannot participate but would like to contribute \$ _____ in support of the 2010 Marine Corps Scholarship Foundation Marathon Team.

Please log onto www.mcsf.org/marathon to make your sponsorship donation or mail this form and your check to:

Marine Corps Scholarship Foundation
Attn: 2010 Marathon Team
121 South Saint Asaph Street
Alexandria, VA 22314

Checks should be made payable to: Marine Corps Scholarship Foundation

All gifts to the Marine Corps Scholarship Foundation are tax-deductible as allowed by law.
Tax ID # 22-1905062

For more information, visit www.mcsf.org/marathon
or contact Clint Nesmith at (703) 549-0060 or clint.nesmith@mcsf.org