



**Team Asha Annual Spring Run/Walk & Carnival**

**Date:** March 21st 2010, 9 AM

**Venue:** Shoreline Park, Mountain View, CA

Dear Friend,

**Asha for Education, Silicon Valley** cordially invites you to become a proud sponsor of our event **Team Asha Annual Spring Run/Walk and Carnival 2010** being held on Sunday, March 21<sup>st</sup>, 2010, at 9 AM, at Shoreline park, Mountain View. With hundreds of participants, and their families supporting them on the walk, the race provides you a golden opportunity to showcase your company and enhance your client base.

Asha for Education is a fast-growing 501(3) (c) nonprofit organization. The Silicon Valley chapter is made up of professionals and graduate students in the bay area and develops, funds and helps make the education of underprivileged children in India sustainable.

Team Asha is one of the premier endurance sports training programs in the United States. It provides personalized coaching, motivation and support for individuals with a life goal to run/walk an official marathon or half marathon. After a successful debut in 2007, Team Asha, Silicon Valley is organizing, for the fourth consecutive year, a Spring Run/Walk & carnival. The event features a 5k and a 10k run/walk along with fun events and games for the supporters. Team Asha comprises of various professionals in the hi-tech industry, doctors, lawyers, students, stay-at-home moms and accomplished athletes, making the event a perfect setting for you to advertise and expand your clientele.

For a modest sponsorship contribution, the logo of your company could appear on T-shirts, flyers, prizes and the Team Asha website. In addition, you will have the opportunity to reach out directly, by means of your advertisements in runner goodie bags, to a wide segment of extremely well informed, motivated and health conscious individuals, ranging from students to high net worth business professionals. Your company will be featured in race advertisements and you will also have substantial race-day marketing opportunities - all for a very low contribution, and a beautifully worthy cause.

Please review the list of sponsorship levels, benefits and advertising rates below and select the level that best suits your company. We would be pleased to discuss any special arrangements or specific requests that you may have. Please do not hesitate to contact us if you require any further information.

The task of providing the opportunity for education to India's most impoverished children is like a steep, rocky slope. Together, we hope to reach the top!

Best wishes,

Mayank Joshi

Venkatesh Iyengar

Asha for Education, Silicon Valley, P.O Box 641741, San Jose, CA 95164-1741

Website: [www.ashanet.org/siliconvalley](http://www.ashanet.org/siliconvalley)

Email: [sv@ashanet.org](mailto:sv@ashanet.org)



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**Sponsorship Levels and Benefits**

	*Diamond	*Platinum	*Gold	*Silver
Original prices	<del>(\$2000)</del>	<del>(\$1500)</del>	<del>(\$800)</del>	<del>(\$500)</del>
Early Bird prices (Till Feb 14 <sup>th</sup> 2010)	(1600)	(1000)	(600)	(400)
<b>Company Visibility</b>				
Verbally advertised/announced during the event (number of times)	6	4	2	1
Free registration for the event	6	4	2	1
Booth at the Team Asha Annual Spring Run/Walk & Carnival	✓			
Logo on publicity flyers/T-shirts* (Contact by Feb 14 <sup>th</sup> 2010)	✓	✓		
Company banner on the Team Asha Annual Spring Run/Walk website	✓	✓	✓	
Company flyer/coupon/advert to be placed in runner goodie bags + prominent coverage on event websites.	✓	✓	✓	✓

**\*Solo logo on runners’ T-shirts for Diamond Sponsor.**

**Advertising Rates**

- Booth space: \$500
- Banner at event location: \$250

**Please contact us so that we can work with you to develop a sponsorship program best suited to your needs.**

1. Archana (archanaharikiran@gmail.com)
2. Mahesh Palekar (mahesh.palekar@gmail.com)