

The Citrus County Education Foundation invites you to the 4th Annual

ENCLOSED:

Sponsorship Opportunities
Sponsorship Agreement
Participant Registration



HEALTH EXPO ~ YMCA KID ZONE ~ FINISHER MEDALS
MASCOT OLYMPICS ~ SCHOOL SPIRIT COMPETITION

APRIL 1, 2017

CREST SCHOOL ~ LECANTO, FL

to benefit the Citrus County Education Foundation

www.schoolhousehustle.com

The Event

In its inaugural year, the **Schoolhouse Hustle** became one of the best attended race events our community has ever seen. The Citrus County Education Foundation (CCEF) will host the fourth annual **Schoolhouse Hustle** on Saturday, **April 1, 2017**. The event will be managed by DRC Sports and held at the CREST School / Lecanto Complex. Working together with Citrus Road Runners and the Citrus County School District to promote the event, CCEF plans to attract hundreds of runners, students, parents and guests of all ages. The race will feature entertainment, a family health expo, kid zone, and school spirit competition. Publicity for the race will include advertisements in local publications and national running magazines; television and radio spots; announcements at local schools; print media in mailers, posters and fliers; and extensive online advertising on school and foundation websites, running and fitness sites and social media.

The Cause

All proceeds benefit the Citrus County Education Foundation, the only 501(c)(3) nonprofit corporation whose sole mission is to support public education in Citrus County, FL. Founded in 1988, CCEF is dedicated to encouraging business and community involvement in the public school system, promoting creative and innovative educational programs, fostering excellence in learning, and recognizing outstanding achievements of students and staff. CCEF provides classroom grants for all grade levels; scholarships for aspiring teachers and high school seniors; classroom technology enhancements; recognition programs for students, teachers and staff; support for science fairs, math field days and student art festivals; and investment in numerous programs supporting our students, including AVID, STEM based summer camps and after-school programs, student health and leadership development opportunities, and *First Library*, CCEF's literacy initiative supporting the needs of the county's preK and kindergarten classes.

Show Your School Spirit!!

WEAR YOUR SCHOOL COLORS (Awards for Most Spirited Runners / Walkers) &
BRING YOUR FRIENDS (School with the most participants takes home the Spirit Stick & \$1,000*).



* Two \$1,000 prizes will be awarded: to the school with most participants and to the school with the highest participant / student ratio (based on school enrollment). Limit one prize per school. All participants can designate a Citrus County public school to run/walk on behalf of (participants are not required to be a student or staff member of their designated school).

Schoolhouse Hustle 2017 SPONSORSHIP OPPORTUNITIES

ALL SPONSORS will be recognized on CCEF, DRC and Citrus Road Runners websites, on recognition cards in runner gift bags, on the sponsor board displayed at registration, and announced before and after the race. All sponsors are encouraged to provide sponsor information and/or promotional items in runner gift bags. *Additional benefits include:*

Title Sponsor, \$10,000 *(Limit of 1 Title Sponsor for event)*

* Sponsor name in race title * Recognition in Radio/TV Advertising & post-race press releases * Logo on front of race t-shirts * Participation in race opening & closing ceremonies * Additional promotional announcements during event * Sponsor's banners displayed on race course * 20x20 exhibit tent at event entrance (tent, tables & chairs provided by CCEF) * Recognition on the back cover of school calendar (reaching the homes of over 15,000 students) * Logo on event posters displayed in all county public schools * 15 complimentary race entries

Presenting Sponsor, \$3,000 *(Limit of 1 Presenting Sponsor for event)*

* Sponsor name in race logo & on front of race t-shirts * Recognition in Radio/TV Advertising & post-race press releases * Participation in closing ceremony * Additional promotional announcement during event * Logo sign at mile marker * 10x10 exhibit tent at registration (tent, tables & chairs provided by CCEF) * Logo on event posters displayed in all county public schools * 8 complimentary race entries

Finish Line Sponsor, \$2,000 *(Limit of 1 Finish Line Sponsor for event)*

* Sponsor logo prominently displayed on finish line banner * Prominent placement on back of race t-shirts * Recognition in post-race press releases * Logo sign at mile marker * 10x10 exhibit space in Family Health Expo * Logo on event posters displayed in all county public schools * 6 complimentary race entries

Finisher Medal Sponsor, \$2,000 *(Limit of 1 Finisher Medal Sponsor for event)*

* Sponsor logo engraved on back of all finisher medals * Prominent placement on back of race t-shirts * Recognition in post-race press releases * Logo sign at mile marker * 10x10 exhibit space in Family Health Expo * Logo on event posters displayed in all county public schools * 6 complimentary race entries

Spirit Stick Sponsor, \$1,000 *(Limit of 2 Spirit Sponsors for event)*

The school with the most participants and the school with the highest participant / student ratio will each receive a \$1,000 grant, a spirit stick trophy, and a framed check presentation photo with sponsor name.

* Check presentation photos with principals & sponsor will be submitted in a post-race press release & framed for display at the winning schools * Logo on back of race t-shirts * Logo sign at mile marker * 10x10 exhibit space in Family Health Expo * Logo on event posters displayed in all county public schools * 4 complimentary race entries

Hustle Hunt Sponsor, \$1,000 *(Limit of 1 Hustle Hunt for event)*

The "Hustle Hunt" is a scavenger hunt at the event. Cards will be distributed to all attendees to have stamped by each expo participant. Completed cards will be drawn for prizes during the awards ceremony.

* Sponsor logo on all scavenger hunt cards * Participation in awards ceremony * Logo on back of race t-shirts * Logo sign at mile marker * 10x10 exhibit space in Family Health Expo * Logo on event posters displayed in all county public schools * 4 complimentary race entries

Bib Sponsor, \$1,000 *(Limit of 1 Bib Sponsor for event)*

* Sponsor logo on all participant bibs & on back of race t-shirts * Logo sign at mile marker * 10x10 exhibit space in Family Health Expo * Logo on event posters displayed in all county public schools * 4 complimentary race entries

Awards Sponsor, \$1,000 *(Limit of 1 Awards Sponsor for event)*

* Sponsor name on all trophies & medals * Logo on back of race t-shirts * Logo sign at mile marker * 10x10 exhibit space in Family Health Expo * Logo on event posters displayed in all county public schools * 4 complimentary race entries

Water Station Sponsor, \$1,000 *(Limit of 3 Water Station Sponsors for event)*

Sponsor can choose to have station managed by representatives of sponsor organization or have CCEF provide volunteers.

* Sponsor's banners on water station * Logo on back of race t-shirts * Logo sign at mile marker * 10x10 exhibit space in Family Health Expo * Logo on event posters displayed in all county public schools * 4 complimentary race entries

Racing Sponsor, \$500

* Sponsor name on back of race t-shirts * 10x10 exhibit space in Family Health Expo * 2 complimentary race entries

Expo Sponsor, \$250

* 10x10 exhibit space in Family Health Expo

Participating Sponsor, \$100

Schoolhouse Hustle 2017 SPONSORSHIP AGREEMENT

Name of Company, Organization, or Individual as it should appear in promotional material:

Contact Name & Email _____

Address _____

City _____ State _____ Zip _____

Phone # _____ Alternate phone # (after business hours) _____

Website _____

*** Sponsorship Level:**

Title Presenting Finish Line Finisher Medal Spirit Stick Hustle Hunt

Bib Awards Water Station Racing Expo Participating

* Will you participate in the Family Health Expo? Yes No. If yes, you will be provided a 10x10 covered exhibit space and are responsible for bringing your own table/chairs (Note: CCEF will provide table/tent/chairs for Title & Presenting Sponsors). Name of organization members attending expo:

* Will you be providing sponsor information and/or promotional items for runner gift bags? Yes No. If yes, please describe gift bag items:

Other in-kind donations (please describe): _____

Approximate Value: \$ _____

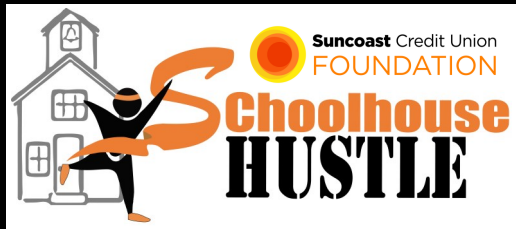
* Will members of your organization participate in the 5K, 10K or walk (Please note # of complimentary race entries for select sponsor levels)?
 Yes No If yes, # of participating members? _____. Please list names of participating members (both complimentary & paid):

Amount Enclosed: \$ _____ Check # _____

The Citrus County Education Foundation, Inc. is a 501(c)(3) nonprofit organization. Contributions are tax-deductible. A confirmation letter/receipt will be sent to donors after full payment is received. Please make checks payable to: Citrus County Education Foundation, Inc., Attn: Schoolhouse Hustle, P.O. Box 2004, Inverness, FL 34451. **SPONSORSHIP DEADLINE AND FULL PAYMENT DUE BY MARCH 24, 2017.** Direct questions to: CCEF Executive Director Shaunda Burdette, 352.726.1931 x2240, burdettes@citrus.k12.fl.us.

SPONSOR / EXPO PARTICIPATION GUIDELINES. ALL SPONSORS- please submit your logo (JPEG format) and web address as soon as possible for display on CCEF, DRC and Citrus Road Runners sites. Title Sponsor and Water Station Sponsors must provide sponsor banners in advance of race day. **All sponsor information and promotional items to be included in runner gift bags must be provided by March 24, 2017.** EXPO PARTICIPANTS- Mandatory check-in is at the CREST school entrance from 6:00-7:00am on race day (4/1/17). Please bring your own dolly for transport of materials/boxes. The event coordinator will assign you an expo space and direct participants upon arrival. Expo tables/booths must be set up by 7:00am on race day. Please do not pack up your area until 11:00am. Electricity is available on a limited, first-come/first-serve basis. If you are granted electricity access, please bring your own extension cords and duct tape. The event chairperson reserves the right to prohibit any display that is not suitable to the mission of the event. Please keep all set-up materials out of sight or inside your vehicles. You may provide giveaways, food samples (commercially pre-packaged), brochures, coupons, special offers and other promotional items at your table/booth. While you are permitted to sell your own merchandise (with approval from CCEF), handling and accountability of money is solely your responsibility. You are responsible for setup, cleanup, and breakdown of your display area excluding items provided by CCEF. A representative must be present at your booth throughout the event. By signing this form you agree to all participation guidelines for sponsors and expo participation (if applicable). You also agree that you will not hold the Citrus Road Runners, Citrus County Education Foundation, Citrus County School District, Citrus County Board of County Commissioners, City of Lecanto, DRC Sports, Chris Moling, and all other sponsors, the representatives and successors of the event responsible for damage or theft of personal or business articles while participating in the event.

PRINTED NAME _____ SIGNATURE _____ Date _____



2017 PARTICIPANT REGISTRATION FORM

SCHEDULE, Saturday, 4/1/17

CREST School / Lecanto Complex
(2600 S. Panther Pride Dr.)
7:00am Registration, Packet Pick-up
8:00am 10K Start
8:15am 5K Start
8:30am 1 Mile Walk w/Superintendent Himmel,
Awards to follow
7:00-11:00am Family Health Expo & YMCA Kid Zone
7:30am Mascot Olympics

AWARDS

- * Overall Individual Male / Female
- * Overall Masters (40+) Male / Female
- * Medals 3 Deep in Age Groups
7 and under, 8 to 9, 10 to 12, 13 to 14
5-year Age Groups 15 to 84; 85 & up
- * Finisher Medals for all pre-registered participants

ENTRY FEES

- (T-Shirts & Finisher Medals guaranteed to pre-registered only)
- \$25** Pre-Registered (by April 6)
 - \$20** CRR Members, CCSB Employees (Pre-registered Only)
 - \$10** Students ages 13-17 (Pre-registered Only)
 - \$5** Students 12 & under (Pre-registered Only)
 - \$30** Day of race registration – All athletes
 - +\$5** To Entry Fee for 10K

RACE: 5K 10K WALK T-SHIRT SIZE (Youth & Adult Sizes): YS YM YL S M L XL XXL (\$2 extra)

NAME: _____ DOB: ____/____/____ GENDER: _____

SCHOOL / DEPARTMENT (CCSB Employees Only): _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____ PHONE: _____

Free childcare in YMCA Kid Zone for participants!
 Bounce houses, games & activities.
 Separate waiver applies. Waiver form available online & at Kid Zone registration on race day.

I AM RUNNING / WALKING IN SUPPORT OF (please list a Citrus County Public School): _____
 Every participant can run/walk in support of any Citrus County public school. The school with the most overall participants & the school with the highest participant / student ratio (based on student enrollment) will each win a **\$1,000 grant**. Please designate for which school you are participating (see below for a list of Citrus County Public Schools). **All participants are encouraged to wear their school colors (awards for "most spirited" participants).**

***CITRUS COUNTY PUBLIC SCHOOLS:** AES-Academy of Environmental Science, CHS-Citrus High School, CRE-Central Ridge Elementary, CREST-CREST School, CRH-Crystal River High, CRM-Crystal River Middle, CRP-Crystal River Primary, CSE-Citrus Springs Elementary, CSM-Citrus Springs Middle, FCE-Floral City Elementary, FRE-Forest Ridge Elementary, HER-Hernando Elementary, HOM-Homosassa Elementary, IMS-Inverness Middle, IPS-Inverness Primary, LHS-Lecanto High, LMS-Lecanto Middle, LPS-Lecanto Primary, PGE-Pleasant Grove Elementary, RCE-Rock Crusher Elementary, WTC-Withlacoochee Technical College



Register: online (www.schoolhousehustle.com), by mail (DRC Sports, P.O. Box 70, Inverness, FL 34451) or turn in this form & payment to your school.



Please make checks payable to: DRC Sports. Amount Enclosed \$ _____ Check # _____

RELEASE WAIVER: I understand that entry fees are non-refundable and non-transferrable. I know that running a road race is a potentially hazardous activity. I should not enter and run unless I am able and properly trained. I agree to abide by any decision of a race official relative to my ability to safely complete the run. I assume all risks associated with running in this event including but not limited to: falls, contact with other participants, the effects of weather, including high heat and humidity, traffic and the conditions of the road, all such risks being known and appreciated by me. I understand that bicycles, skate boards, baby joggers, roller skates or blades, animals and radio headsets are not allowed in the race and I will abide by these guidelines. Having read this waiver and knowing these facts and in consideration of your accepting my entry, I for myself and anyone entitled to act on my behalf, waive and release the Citrus Road Runners, Citrus County Education Foundation, Citrus County School District, Citrus County Board of County Commissioners, City of Lecanto, DRC Sports, Chris Moling, and all other sponsors, the representatives and successors from all claims or liabilities of any kind arising out of my participation in this event even though that liability may arise out of negligence or carelessness on the part of the person named in this waiver. I agree that I may be examined and treated if necessary during the course of the race by qualified race personnel in the event medical problems of any cause arise. The race officials or qualified personnel have the right to remove me from the race if, in their opinion, I may be suffering from a life threatening condition. I hereby grant full permission to any and all of the foregoing to use any email, photographs, videotapes, motion pictures, recording or any other record of this event for any purpose whatsoever.

****Please use one application per person – All information above must be filled out in order to race****

SIGNATURE (Parent if under 18 years of age) _____ Date _____