

The Citrus County Education Foundation invites you to the 11<sup>th</sup> Annual



ENCLOSED:  
Sponsorship Opportunities  
Sponsorship Agreement  
Participant Registration  
Volunteer Registration



### The Event

In 2023, over 1,000 participants made the *Schoolhouse Hustle* yet again the LARGEST race event in Citrus County. With over 450 walkers, it also became the MOST POPULAR charity walk held locally. The event has grown every year since it began in 2014. The Citrus County Education Foundation (CCEF) is hosting the eleventh annual *Schoolhouse Hustle* on Saturday, April 6, 2024—this time with both LIVE and VIRTUAL options. 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, mascot olympics and school spirit competition. Publicity for the race will include advertisements in local publications and national running magazines; 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; *First Library*, CCEF's early literacy initiative supporting the needs of the county's preK and kindergarten classes; *Supplies for Success* free teacher store providing essential school supplies needed in the classroom; *Book, Line & Thinkers* field trips, and investment in numerous other programs supporting our students and schools.

*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 2024 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 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 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 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

## Photo Sponsor, \$2,000 *(Limit of 1 Photo Sponsor for event)*

\* Sponsor logo on all event photos (every participant receives one free event photo & can order more) \* 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 \$1,000 grant and spirit stick trophy 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. Hustle Hunt 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 signage at 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, \$200

\* 10x10 exhibit space in Family Health Expo

## Participating Sponsor, \$100



# Schoolhouse Hustle 2024 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  Photo  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 # \_\_\_\_\_ T-shirt Size \_\_\_\_\_ (One free)

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 31, 2023. Direct questions to: CCEF Executive Director Shaunda Burdette, 352.726.1931 x2240, burdettes@citruschools.org or Erica Bonner at bonnere@citruschools.org

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 to provide sponsor banner in advance of race day. All sponsor information and promotional items to be included in runner gift bags must be provided by March 25, 2024. EXPO PARTICIPANTS- Mandatory check-in is at the CREST school entrance from 6:00-7:00am on race day (4/6/24). 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 chair 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, clean-up, 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 \_\_\_\_\_

THE CITRUS COUNTY EDUCATION FOUNDATION INVITES YOU TO THE



2024 PARTICIPANT REGISTRATION FORM

<p><b>SCHEDULE, Saturday, 4/6/24</b> <i>CREST School / Lecanto Complex (2600 S. Panther Pride Dr.)</i></p> <p><b>7:00am</b> Registration Opens, Packet Pick-up Packet pick-up also available on 4/5/24 at Gulf to Lake Marine (700 S. Thompson Ave., Lecanto)</p> <p><b>8:00am</b> 10K &amp; 5K Start <b>8:30am</b> 1 Mile Walk w/Superintendent Himmel, Awards to follow <b>7:00-11:00am</b> Family Health Expo &amp; YMCA Kid Zone <b>7:30am</b> Mascot Olympics</p>	<p><b>AWARDS</b></p> <ul style="list-style-type: none"> <li>* Overall Individual Male / Female</li> <li>* Overall Masters (40+) Male / Female</li> <li>* 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 &amp; up</li> </ul> <p><i>Finisher Medals &amp; one event photo for all pre-registered participants</i></p>	<p><b>ENTRY FEES</b> <i>(T-Shirts &amp; Finisher Medals guaranteed to pre-registered only)</i></p> <table border="0"> <tr> <td>\$25 Pre-Registered <i>by April 3</i></td> <td>\$35 for 10K</td> </tr> <tr> <td>\$20 CRR, CCSB Employees <i>Pre-registered</i></td> <td>\$30 for 10K</td> </tr> <tr> <td>\$10 Students ages 13-17 <i>Pre-registered</i></td> <td>\$15 for 10K</td> </tr> <tr> <td>\$5 Students 12 &amp; under <i>Pre-registered</i></td> <td>\$10 for 10K</td> </tr> <tr> <td>\$30 Day of race registration – <i>All athletes</i></td> <td>\$40 for 10K</td> </tr> </table> <p><i>Sleep In / Virtual Option - Online Only</i> \$5 upgrade for 5K participants &amp; walkers for long sleeve shirt (optional)</p>	\$25 Pre-Registered <i>by April 3</i>	\$35 for 10K	\$20 CRR, CCSB Employees <i>Pre-registered</i>	\$30 for 10K	\$10 Students ages 13-17 <i>Pre-registered</i>	\$15 for 10K	\$5 Students 12 & under <i>Pre-registered</i>	\$10 for 10K	\$30 Day of race registration – <i>All athletes</i>	\$40 for 10K
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RACE:  5K  10K  WALK    VIRTUAL:  Y  N    SIZE:  YS  YM  YL  S  M  L  XL  XXL (+\$2 for XXL)

NAME: \_\_\_\_\_ DOB: \_\_\_\_/\_\_\_\_/\_\_\_\_ GENDER: \_\_\_\_\_

SCHOOL / DEPARTMENT (CCSB Employees Only): \_\_\_\_\_

COMPANY / ORGANIZATION: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

SPRIT STICK - I AM RUNNING / WALKING IN SUPPORT OF (Citrus County Public School): \_\_\_\_\_

**CITRUS COUNTY PUBLIC SCHOOLS:** AES-Academy of Environmental Science, CES-Citrus eSchool, 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, PAC-Pace Center, PGE-Pleasant Grove Elementary, RCE-Rock Crusher Elementary, WTC-Withlacoochee Technical College

Free childcare in YMCA Kid Zone for participants!



Register: online ([www.schoolhousehustle.com](http://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 # \_\_\_\_\_

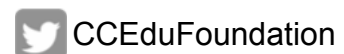
RELEASE WAIVER: I understand that entry fees are non-refundable and non-transferrable. I know that running a road race is a potentially hazardous activity. I should not enter and run unless I am able and properly trained. I agree to abide by any decision of a race official relative to my ability to safely 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 \_\_\_\_\_

EMERGENCY CONTACT INFO:

Name \_\_\_\_\_ Relation \_\_\_\_\_ Cell \_\_\_\_\_

P.O. Box 2004, Inverness, FL 34451 • 352.726.1931 x2240 • [www.citruseducation.org](http://www.citruseducation.org) • Federal Tax ID #59-3138328



Position Assigned (Official Use Only):



# Schoolhouse Hustle 2024 VOLUNTEER REGISTRATION

NAME: \_\_\_\_\_

DOB: \_\_\_\_/\_\_\_\_/\_\_\_\_ GENDER: \_\_\_\_\_ T-SHIRT SIZE (S-M-L-XL-XXL if available): \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

EMAIL: \_\_\_\_\_

DAYTIME PHONE: \_\_\_\_\_ EVENING PHONE: \_\_\_\_\_

**SPIRIT STICK - I AM VOLUNTEERING IN SUPPORT OF (Citrus County Public School):** \_\_\_\_\_

Every participant & volunteer can run/walk/volunteer in support of a Citrus County public school. The school with the most overall participants/volunteers & the school with the highest participation + volunteers / student ratio (based on student enrollment) will each win a \$1,000 grant. Please designate for which school you are volunteering.

**CITRUS COUNTY PUBLIC SCHOOLS:** AES-Academy of Environmental Science, CES-Citrus eSchool, 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, PAC-Pace Center, PGE-Pleasant Grove Elementary, RCE-Rock Crusher Elementary, WTC-Withlacoochee Technical College

In consideration of accepting this application to volunteer, I, the undersigned, intending to be legally bound, hereby, for myself, my heirs, executors and administrators, waive and release any and all rights and claims for losses and damages I may have against the sponsors of the race and/or officials of said event, town, police, fire department, and their representatives, successors and assigns for any and all injuries suffered by me in said event. I attest and verify that I am physically fit and not under any medical restrictions or limitations, and that a medical doctor has verified my physical condition. I understand that the course is open to vehicular traffic and will act with due care.

SIGNATURE (Parent if under 18 years of age) \_\_\_\_\_ Date \_\_\_\_\_

EMERGENCY CONTACT INFO: \_\_\_\_\_

Relation \_\_\_\_\_ Cell \_\_\_\_\_

