



2010 IDES HOT CHOCOLATE 10K

ADVERTISING / SPONSORSHIP PROGRAM

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The Isaac Dickson Hot Chocolate 10K and 1K Kids Hill Climb, now in its 3rd year, is an annual fundraiser for the Isaac Dickson Elementary School Parent Teacher Organization in Asheville, North Carolina.

Comments About the 2009 Sponsors from Last Year's Anonymous Survey:

- "Always appreciate that organizations will step up and support good causes!"
- "I love my socks, and will purchase additional pairs. Being a beginner and unfamiliar with all of my choices, I have been hesitant to invest in \$15 socks. Appreciate the additional hand warmer from Malaprop's. Great sponsors!"
- "Times are tough, very good sponsorship. I went to Tod's Tasties after the race and the food there is great."

A UNIQUE ADVERTISING OPPORTUNITY FOR YOUR BUSINESS

Going along with our 'Hot Chocolate' theme, we've assigned a number of 'cups' to signify each of the four different levels.

- 1 CUP * (\$175/each)
 - Website logo and link this year's race page in the 1CUP section (bottom of page) valid until September 2010.
 - Website listing for 2011 race on previous year's race page (essentially listed for 2 years and perhaps more). First dibs at renewing sponsorship the following year.
 - Listed on back of t-shirt in small font.
 - Can add items to Sponsorship table.
 - Can setup information booth in finish line area if desired – must be approved by the race committee.
- 2 CUP * (\$350/each)
 - Everything in 1CUP and,
 - Larger font listing on back of shirt
 - Logo and link on website in the 2 CUP section – above 1CUP.
- 3 CUP - TOP FINISHER SPONSOR * (4 available @ \$525/each)
 - All items in 1CUP and 2CUP and,
 - Top Male 10K, Top Female 10K, Top Male Kid's Race, Top Female Kid's Race awards sponsored by you. For example, during the awards, we would say: "we would like to thank Gold sponsor, "Your business", for helping us to provide the award for...overall male in the 10K".
 - Mention in all print advertisement in regards to race (after 1/1/2010).
 - Results Listing: overall male (sponsored by "your Business")
 - Logo and link on website in the 3 CUP section – above 2CUP.
- 4 CUP –CO-PRESENTING * (2 available @ \$1500/each)
 - All of 1CUP and 2CUP and,
 - Entire Hot Chocolate 10K or 1K Kids Hill Climb races presented by you (first platinum sponsor can choose which race to sponsor).
 - Prominent website space and link in the 4CUP section
 - Multiple entry form mentions
 - Mentioned in all print advertisement in relation to race (after 1/1/2010).

Sponsorship can either be paid for through cash or check made payable to the IDES PTO or in value of goods or services of an agreed upon value. The IDES PTO reserves the right to accept Goods in Kind sponsors above the available limit with priority being given to cash sponsorships. The IDES PTO is a 501(c) (3) charity.

About Isaac Dickson Elementary School

- In 1992-93 Isaac Dickson Elementary School joined the Foxfire Network of Teachers to become only one of two Foxfire elementary schools in the nation. Foxfire is a framework for teaching based largely on the educational ideals of Dewey, Pestalozzi, Montessori, Piaget, and others. The 11 Core Practices of Foxfire that have been developed by Foxfire teachers over the last 20 years serve as a framework for classroom instruction. We believe that these practices enhance the experiential theme of our school.
- Dickson is committed to a child-centered, progressive approach to learning. The staff believes that real life experiences and a “learning by doing” approach is the cornerstone of this Experiential School.
- Experience...Multiculturalism - Isaac Dickson Elementary School believes that our cultural diversity is a strength that needs to be celebrated. We welcome a variety of students from diverse backgrounds whether it be racial, ethnic, religious or physically challenged.
- Experience...Democracy - One of the primary aims of Isaac Dickson School is to prepare children to be active participants in a democratic society. Students are involved in many decision making activities including the formation of class rules, class projects, class government and school wide government.
- Experience...Creativity - by emphasizing processes such as divergent thinking, freedom of expression, and problem solving, the students are encouraged to be creative. These creative processes often take shape as dramatic productions, art displays, writing of various kinds, video productions, computer generated projects and more.
- Experience...Continuous Progress Classrooms - At our school the primary division (grades K-2) is divided into multiage classes of 5-, 6-, and 7-year olds. Multiage grouping is a pattern already familiar to children because it is like their family and neighborhood where they interact with children of a variety of ages. In this way a student stays with the same teacher for two years.

About the Isaac Dickson Elementary School Parent Teacher Organization

This year the PTO fund will:

- Enable all children to participate in field trips;
- Help pay for bus drivers for field trips;
- Support cultural arts and our artists-in-residence program;
- Provide classroom support funds for teachers;
- Support teacher appreciation events;
- Assist the Media center in expanding and updating materials;
- Provide food, clothing, school supplies, and other emergency support to families of our school; and
- Improve school facilities, including special projects like the flower beds, school sign and the Seth Olson K-2 playground.

About the Running Marketplace

<ul style="list-style-type: none"> • 33.7 million American are runners • 38% have been running for 3 years or less • In 2000 there were 5 million new runners • 11.7 million runners have household incomes of \$75,000 or more 	<ul style="list-style-type: none"> • Ages 18-49 86.30% • College Educated 86.40% • Household income \$50,000+ 72.50% • Average # days run per year 222 days • Own a computer at home 76%
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