

# BOO DASH FUN RUN

Saturday, October 26, 2019 | Challenger Columbia Stadium

Hosted by



Benefitting



The ICAN Boo Dash is an RAS Texas 5K Series family 5k and kids 1k at Challenger Columbia Stadium on **October 26, 2019**. Proceeds from the event will go toward developing the GO Run For Fun program at additional schools in the area, expanding the excitement of a race experience for children while promoting healthy living.

## Join Running Alliance Sport and Get MOVING!

### Who is Running Alliance Sport?

Running Alliance Sports' (RAS) motto is, "By Runners, For Runners." We are a 501(c)(3) Non-Profit organization, EIN #27-3802494, governed by a Board of Directors with hundreds of volunteers from a large geographical area. The Texas Bridge Series and Texas 5K Series are products of RAS efforts, attracting thousands of runners from all over the Houston Greater Bay Area and beyond.

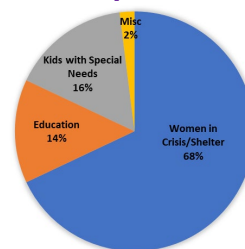
Established in 2011 by runners with a vision to give back, RAS has donated over **\$845,000** to local charities to date.

### Here's why:

RAS uses our passion for running to know what aspects are important to runners and we take pride in organizing a race by putting our hearts into creating, organizing, staffing and running great quality events.

We love this community and donate net proceeds to *local* charitable causes. We are excited to add the Inaugural Boo Dash to the Texas 5k Series and promote healthy lifestyles and living among children through the ICAN Foundation's GO Run for Fun.

### Local Impact



### Who is the ICAN Foundation?

THE INEOS ICAN FOUNDATION is a Texas 501(c)(3) non-profit established in 2015. We serve the educational and physical fitness needs of children in the Houston Gulf Coast area through our signature program, GO Run For Fun, and through contributions to area school district Education Foundations to help fund teacher grants.

GO Run For Fun, is a 1-mile fun run, for elementary schools for free, during the school day, so that all kids can join in. Children receive a race shirt, race bib, and the course is marked with branded ribbon and an inflatable arch.

The program is designed to help elementary aged kids see the fun in exercising and to help them develop an interest in exercising outside of PE class. It was developed in England to help combat inactivity in kids. Recognizing that a similar problem exists in Texas, the INEOS ICAN Foundation was created to deliver the GO Run For Fun program to kids living in communities on the Houston Gulf Coast. It has been a phenomenal success with over **350,000** children in more than **2,770** schools across 10 countries taking part since the initiative was launched in August 2013.



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## Boo Dash Partnership Opportunities

*“Alone we can do so little; Together we can do so much.”*

You're invited to *Get MOVING* and join Running Alliance Sport in promoting healthy lifestyles in our community by supporting the ICAN Foundation's Go Run for Fun program.

### These opportunities allow for the following:

1. Opportunity to promote healthy lifestyles through running and physical activity;
2. Enhancement of impact of the ICAN Foundation through monetary donations; and
3. Extensive community exposure as a supporter of our local community to hundreds of racers from near and far and to other racing communities.

## Boo Dash Sponsorship Comparison Guide

	\$5,000 Spooktacular Sponsor	\$2,500 Grand Ghost Sponsor	\$2,500 Ghastly Ghost Sponsor Team	\$1,000 Scared Silly Sponsor	\$500 Goblin Sponsor	\$500 Bewitching Mile Sponsor	\$250 Haunted Village Vendor
<b>Before Race Days:</b>							
Digital Race Guide Ad	Full Page	Half Page		Quarter Page			
Logo on All Print Materials & Media	✓	✓	✓	✓			
Exclusive Social Media Promotion	✓	✓	✓	✓			
Material in All Race Packets	✓	✓	✓	✓	✓		
Logo and Link on Website/Eblasts	✓	✓	✓	✓	✓		
Facebook Post on Race Page	✓	✓	✓	✓	✓	✓	
<b>Race Days:</b>							
Booth Space	24' x 12'	12' x 12'					10' x 10'
Co-Branded Race Swag							
Logo on All Race Bibs	✓						
Banner at Start/Finish Inflatable	✓						
Mile Sponsor	✓	✓				✓	
Race Day Announcements	✓	✓	✓	✓	✓	✓	✓
Race Entries	4	2	10	1	-	-	-
Discounted Registration	✓	✓	✓	✓	✓	✓	✓

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**Boo Dash Commitment Form**

\_\_\_ YES! I would like to be a part of the Inaugural Boo Dash supporting the ICAN Foundation!

Business/Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_



## Texas 5K Series: Boo Dash

- \$5,000 – Spooktacular Sponsor
- \$2,500 – Grand Ghost Sponsor
- \*The following specific opportunities are available on a first-come-first-serve basis. Please Circle.
  - Haunted Tunnel
  - Trick or Treating Village
  - Costume Contest
- \$2,500 – Ghastly Ghost Team Sponsor
  - Team Focus with Sponsor Perks
- \$1,000 – Scared Silly Sponsor
- \$500 – Goblin Sponsor
- \$500 – Bewitching Mile Sponsor
- \$250 – Haunted Village Vendor

I am unable to attend, but wish to support Running Alliance Sport and the ICAN Foundation with my tax-deductible contribution of \$ \_\_\_\_\_.

**Mile(s) of Choice (Please Circle)** \*Miles are first-come-first-serve basis.

**1<sup>st</sup> Choice:** 1 – 2 – 3 – Kids K

**2<sup>nd</sup> Choice:** 1 – 2 – 3 – Kids K

**3<sup>rd</sup> Choice:** 1 – 2 – 3 – Kids K

Please make all checks payable to Running Alliance Sport.

Check # \_\_\_\_\_ Enclosed or will be mailed and expected by \_\_\_\_\_.

Charge to:                      VISA            MASTERCARD            DISCOVER            AMEX

Card holders name: \_\_\_\_\_

Credit Card Number \_\_\_\_\_

EXP Date: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_ CVC#: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

\*Please send Logo & Runner names/emails electronically to [racedirector@runningalliancesport.org](mailto:racedirector@runningalliancesport.org) to be included in promotional materials.

**Running Alliance Sport**  
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[RaceDirector@RunningAllianceSport.org](mailto:RaceDirector@RunningAllianceSport.org)

