

# 2005 Sponsorship Packet



## 2<sup>ND</sup> ANNUAL **BEAT THE HILL**

YMCA Camp Kern • September 11, 2005

# BEAT THE HILL Overview

## 2005 Mission

The Mission of Beat the Hill is to strengthen the surrounding community through a fun-filled family event that will inspire everyone involved to care for each other on a higher level and to raise money for the Strong Kids Fund.

## YMCA Camp Kern

Beat the Hill takes place at YMCA Camp Kern, a 425-acre, year-round camping facility serving youth and adults in programs such as summer camp, corporate retreats, outdoor education, family camps and many other programs. The four-mile trail guides runners and walkers on a tour of the camp, utilizing many of the well-marked trails used for several of the camp's programs.

*"I really enjoyed running through the woods and getting to see so much of the camp.."*

*-Diana, a 2004 race participant*

The camp serves more than 30,000 individuals each year in a multitude of year round programs. While visiting, guests can experience the magic of summer camp, gain valuable leadership skills through outdoor adventures, challenge themselves on one of the high ropes courses, learn about the wonders of nature during an outdoor education program or spend quality time with loved ones and meet new friends at one of Camp Kern's family camps. The possibilities for fun and adventure are endless.

## Purpose of the run...

Proceeds from the race and carnival will be used to provide scholarships to underprivileged children and families. Each year, Kern provides more than \$150,000 in scholarships so that these families can experience all that the camp has to offer. For many individuals and families, the marvel of a camp experience could not be possible without financial assistance provided by the Camp Kern Strong Kids fund. Beat the Hill is just one of the many ways for the camp to raise these funds.

## What is Strong Kids...

It has always been the policy of the YMCA to never turn someone away because of an inability to pay. The Strong Kids Fund is a scholarship that provides the financial assistance necessary to allow Camp Kern to follow through with this policy and offer a camping opportunity to everyone who wishes to participate.

Last year, more than 200 children attended programs at Kern including summer camp, outdoor education and family camps, with significant financial assistance made possible from friends like you. These children had the time of their young lives and learned important lessons by interacting with wonderful counselors and campers and participating in new and challenging activities.

# BEAT THE HILL

## Inaugural Run

The First Annual Beat the Hill Four-mile Trail Run/Walk took place on September 12, 2004 and by all measures was a huge success. With the main purpose of the event being to support the Strong Kids Fund, more than \$2,000 was raised and went directly to that cause. With the help of this Inaugural Run, more than 50 kids were able to attend programs at Camp Kern, who without this event would have never had the opportunity.

The success of the event can be credited largely to the support of both the Cincinnati and Dayton communities whose members devoted their time, effort and money to the Strong Kids cause. In all, more than 80 runners and walkers of all ages and fitness levels registered for the event. The Beat the Hill corporate sponsors also helped make the event a success by providing everything from food and equipment to exposure and financial backing. Volunteers had a huge hand in making this day run smoothly. They came from area schools, local companies and community churches as well as many youth programs to help clean the trails, mark the route, direct runners and so much more. The run would not have been as successful as it was without the help from both its sponsors and volunteers.

### 2004 Beat the Hill Numbers

Total Number of Runners Registered .....	80
Total Number who Started .....	69
Total Number who Finished .....	69
Total Female .....	33
Total Male .....	36
Age Group Breakdown	
19 & under .....	7
20-29 .....	15
30-39 .....	16
40-49 .....	19
50-59 .....	10
60-69 .....	2
Total Amount of	
Money Raised .....	\$2,316
Total Amount of dollars donated to the	
Strong Kids Fund .....	\$2,316

### Special Thanks to our 2004 Corporate Sponsors



TRADER JOE'S

Brian McMaster's  
Signal Hill Chiropractic



Bouncing on Air Cincinnati



Vandalia Auto

Leslie Biel from B105.1

# BEAT THE HILL

## 2005 Run & Carnival

### Beat the Hill 2005 Goals

*The committee for Beat the Hill is once again determined to make the run another great success. It has developed several goals for the upcoming year, and here are some of its promises to its sponsors...*

**Marketing Goals:** The Beat the Hill committee is striving to attend as many runs in the Cincinnati/Dayton communities as possible to hand out flyers, get one-on-one interaction with area runners, as well as answer any questions runners may have about the event. It also plans on collaborating once again with Fleet Feet as well as other popular running stores to market to the heart of the running community in the area. The group promises to be very proactive in getting participation for the run so sponsorship contributions will be worthwhile.

**Monetary Goals:** Last year, the committee raised a little more than \$2,000. This year our goal is to raise \$4,000 through running fees, a raffle and sponsorships.

#### Runner Goals:

Last year, the run had 80 registrants. This year the committee wants to see that number surpass 100! It also wants to get more walkers involved in the trail run/walk.

“My 3-yr old and 16 month old loved the big, bouncy thing and the kid’s race... we will definitely be coming back next year!”  
-Jen, a 2004 race participant

**Carnival Goals:** The committee wants to have as many activities as it did last year and then some. It is going to market the Carnival specifically to families to boost attendance. The committee also has appointed a chair to the carnival to oversee the production, marketing and success of this aspect of the event.

### Carnival Activities

- Kids Run
- Pony Rides
- Nature Center Tours
- Nature Hikes
- Hay Rides
- Face Painting
- Pool Party
- Climbing Wall
- Tango Tower
- Disc Golf
- Canoeing

### About the day...

This year, Beat the Hill will take place at YMCA Camp Kern on September 11, 2005 at 1:00 p.m. The Family Carnival will directly follow the run with numerous games and activities allowing the whole family to participate. The run will remain four miles and will, once again, start along the Little Miami River near the stone effigies that have slabs of limestone that are believed to date back to 1200 AD. The participants will then journey through Camp Ozone (the original Kern site), up the St. Rt. 350 hill, past the horse ranch, Elk Lake, Optimist Pond and many other beautiful sites of Camp Kern.

Following the run, will be a lunch provided for all runners and Carnival participants. Here is where the awards are given and celebrations begin. Following the award ceremony will be the Kids Run, which will mark the opening of Carnival and its activities! The Kids Run will be a short run across Camp Kern’s soccer fields and will be for kids age 6 and under.

### New This Year!

Due to the overwhelming response we received from runners, we have decided to include a *baby sitting service* this year so both parents of a family can participate in the event. We will offer several activities, so the little ones will enjoy the day too... we also will let the older kids help out with the run, whether at the watering station, cheering on the runners along the course or handing out medals at the finishing line!

# BEAT THE HILL

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## Why Sponsor?

This is a great event, and it benefits a very worthy program. But why should your company sponsor this event? What benefits and advantages will you and your organization receive from sponsoring?

Well, first and foremost, your *company's identity* will benefit simply by having your organization associated with this event. The feedback that we received from our participants was nothing but positive. Everyone is eager to participate in the

“the hill was a bear—but it felt so good when i got to the top!”

*-donna, a 2004 race participant*

event again this year, and all feedback stated the run was very well-organized, fun and incredibly family-friendly. These are the attributes that your company will be associated with if it chooses to sponsor Beat the Hill.

The second reason to sponsor is *company exposure*. In its first year, the event had more than one hundred attendees. More than fifty shirts were sold that sport the logos of the event's sponsors year round. Hundreds of flyers were distributed that provided even greater exposure for sponsors. This

is a very easy way to market your company in the community without putting forth much expense. In other words, your return on investment is huge!

A third reason to sponsor is *community relations*. By sponsoring this event, your company will come across as an organization that supports its community and its people. Camp Kern plays an important role in the surrounding community as a place for all to grow and learn. You will be seen as a caring and giving company. The community will see you as a generous company that is giving back to the community. This sort of image is priceless to any company.

Also, while at the event, sponsors are invited to take part—to invite your employees to join in the activities and the run. This provides an internal benefit: *improved employee relations*.

A Beat the Hill sponsorship allows your organization to partner with one of the area's premiere recreation facilities. The YMCA Camp Kern staff takes pride in their reputation of professionalism and high level of service to all guests at the facility.

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# BEAT THE HILL

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## Contact Us

For further information about becoming a part of the 2005 Beat the Hill Run/Walk at YMCA Camp Kern please contact Erin Crosby at YMCA Camp Kern:

Tel: (513) 932-3756 ext. 1530 or Fax: (513) 932-8607

E-mail: [ecrosby@daytonymca.org](mailto:ecrosby@daytonymca.org)

YMCA Camp Kern  
c/o Erin Crosby  
5291 State Route 350  
Oregonia, Ohio 45054

# BEAT THE HILL

# Sponsorship

## Sponsorship Levels

<b>Friend</b>	\$50	<ul style="list-style-type: none"> <li>• Includes onsite event ad</li> <li>• 2 free carnival tickets</li> </ul>	<ul style="list-style-type: none"> <li>• Logo in event program</li> </ul>
<b>Sponsor</b>	\$75	<ul style="list-style-type: none"> <li>• Includes onsite event ad</li> <li>• Logo in event program</li> </ul>	<ul style="list-style-type: none"> <li>• Samples/Flyer in goody bag</li> <li>• 4 free carnival tickets</li> </ul>
<b>Bronze</b>	\$100	<ul style="list-style-type: none"> <li>• Includes onsite event ad</li> <li>• Logo in event program</li> <li>• Sponsor banner</li> </ul>	<ul style="list-style-type: none"> <li>• Samples/Flyer in goody bag</li> <li>• 4 free carnival tickets</li> <li>• Logo on T-shirt</li> </ul>
<b>Silver</b>	\$150	<ul style="list-style-type: none"> <li>• Includes onsite event ad</li> <li>• Logo in event program</li> <li>• Sponsor banner</li> <li>• Logo in Advertisements</li> </ul>	<ul style="list-style-type: none"> <li>• Samples/Flyer in goody bag</li> <li>• 4 free carnival tickets</li> <li>• Logo on T-shirt</li> <li>• 2 runner entries</li> </ul>
<b>Gold</b>	\$250	<ul style="list-style-type: none"> <li>• Includes onsite event ad</li> <li>• Logo in event program</li> <li>• Sponsor banner</li> <li>• Logo in Advertisements</li> <li>• Sales Rep/Booth at event</li> </ul>	<ul style="list-style-type: none"> <li>• Samples/Flyer in goody bag</li> <li>• 4 free carnival tickets</li> <li>• Logo on T-shirt</li> <li>• Logo in Advertisements</li> <li>• 4 runner entries</li> </ul>
<b>Platinum</b>	\$500	<ul style="list-style-type: none"> <li>• Includes onsite event ad</li> <li>• Logo in event program</li> <li>• Sponsor banner</li> <li>• Logo in Advertisements</li> <li>• Sales Rep/Booth at event</li> <li>• Logo in Advertisements</li> </ul>	<ul style="list-style-type: none"> <li>• Samples/Flyer in goody bag</li> <li>• 4 free carnival tickets</li> <li>• Logo on T-shirt</li> <li>• Stage Sponsor</li> <li>• 6 runner entries</li> </ul>
<b>Premiere</b>	\$1,000	<ul style="list-style-type: none"> <li>• Includes onsite event ad</li> <li>• Logo in event program</li> <li>• Sponsor banner</li> <li>• Logo in advertisements</li> <li>• Sales Rep/Booth at event</li> <li>• Logo in advertisements</li> <li>• 10 runner entries</li> </ul>	<ul style="list-style-type: none"> <li>• Samples/Flyer in goody bag</li> <li>• 4 free carnival tickets</li> <li>• Logo on T-shirt</li> <li>• Stage sponsor</li> <li>• Presentation of check at event</li> <li>• Name/Logo in thank you</li> </ul>

# BEAT THE HILL

## Event Sponsors

### Events to Sponsor

#### Water Sponsor

This sponsorship opportunity will provide the water needed for the runners before, during and after the run. This sponsor will have signage at the designated sponsored spot. There will be a water table at the beginning, two water stops along the trail and another table at the finish line. We ask that this sponsor either provide the cups, bottles, coolers, and so on necessary or donate **\$50** for the purchase of these items.

#### Lunch Sponsor

This sponsor will provide the meal and snacks for the carnival that follows the run. This is where all the runners gather afterwards to enjoy time to cool down and relax. The award ceremony takes place during this meal. This is a great opportunity to get your organization's name in a very visible position. We will have a banner saying thank you as well as announce that the meal is provided by your organization. We ask that you provide the food for the meal, we will prepare the food as needed or we ask that you donate **\$200** for the purchase of food. More than one lunch sponsor is encouraged.

#### Kids Run Sponsor

Last year, this was a great success with more than 20 children participating. This is a small run in which the young kids can partake once the parents finish their run. Each participant will get a small prize as well as first place prizes for both the top boy and girl finisher. This run takes place on Camp Kern's soccer field. You will have signs stating the sponsor's organization, your name mentioned with each announcement of the Kids' Run as well as your name in the event program brochure. We ask that you provide enough prizes for a minimum of 30 kids or donate **\$100** for the purchase of the prizes.

#### Sponsor a Mile

Each mile sponsor will receive three signs throughout the sponsored mile. There are four miles from which to choose...the first which includes that big ole' hill, the second which includes the entrance to camp, the third which travels through the deep woods of Camp Kern and the final mile. We ask for monetary donations only for this event, since we will be providing the equipment and personnel to do trail maintenance. We ask that each mile sponsor donates **\$50**.

#### Medal Sponsor

Each participant that finishes receives a finisher's medal as a congratulations for *Beating the Hill*. These medals will include the sponsor's name on the back of each medal as well as the date and the Beat the Hill logo. We ask that the Medal Sponsor donate **\$350**

#### Finish Line Sponsor

As a reward to the finishers, we put a lot of effort into the finish line. This sponsor will have a banner displayed over the finish line. We ask that this sponsor provides the equipment, such as stakes, balloons, ribbon, decorations, etc. or donate **\$150**.

# BEAT THE HILL

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## Letter from Chair

Dear Friend,

On behalf of the children and families served by YMCA Camp Kern I would like to thank you for your consideration in sponsoring the Second Annual Beat the Hill Race. More than 30,000 people visit YMCA Camp Kern each year and have the opportunity to experience the magic and adventure of camping. Now in our 95<sup>th</sup> year of operation, we are proud to continue our years of quality programming.

The support of friends like you enables Camp Kern to provide financial aid to literally hundreds of children and families in our 2005 camping programs. Your support of our race will go a long way to putting countless smiles on the faces of young children and families who might not otherwise be able to experience the magic of Camp Kern. Rest assured, 100% of your sponsorship will go to helping achieve this goal.

We are most appreciative of your support, and can assure you that your funds will have a positive impact on the children and families who attend YMCA Camp Kern. Thank you for providing the opportunity to help our community and to be apart of a great event.

Sincerely,

Erin Crosby  
2005 Beat the Hill Chair  
YMCA Camp Kern

# BEAT THE HILL

## Sponsor Forms



Please fill out the following form and fax it to (513) 932-8607 or mail it to:

YMCA Camp Kern  
Attn: Beat the Hill Committee  
5291 State Route 350  
Oregonia, Ohio 45054

Contact Person: \_\_\_\_\_

Organization's Name: \_\_\_\_\_

Address: \_\_\_\_\_  
Street Address City, State Zip

Telephone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

I am making a:  Monetary donation  Providing materials for event and need to be contacted for more information/details.

### Event Sponsor:

- Water  Dinner  Kids Run  Medal  
 Awards  Finish Line  Mile: \_\_\_\_\_ (please identify mile preference)

### Sponsorship Level:

- Friend  Sponsor  Bronze  Silver  
 Gold  Platinum  Premiere

Total Amount of Sponsorship: \_\_\_\_\_

Paying By:  Credit Card  Check (payable to YMCA Camp Kern)

### Credit Card Information:

Credit Card Type (please circle): Visa Discover Master card American Express

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

Expiration Date: \_\_\_\_\_

Credit Card Security Code (3-digit number on back of card): \_\_\_\_\_

**Have questions?** Please contact Erin Crosby at (513) 932-3756 ext. 1530 or e-mail: [ecrosby@daytonymca.org](mailto:ecrosby@daytonymca.org)

Please have all monetary sponsorships to the committee by July 29, 2005.  
Camp Kern is a Non-Profit Organization (501(c)(3) status number: 310537517)