

HMSA Classical 25K and 5K Fun Run

presented by the
Houston Masters Sports Association



Benefitting:

FALLEN HEROES SURVIVORS FOUNDATION

CENIKOR
A PLACE FOR CHANGE

HOUSTON MASTERS SPORTS ASSOCIATION (HMSA)

ORIGIN:

HMSA was founded in the summer of 1974 and is an integral part of the Houston running community, that welcomes and encourages runners of all ages and abilities. Spanning the spectrum, membership includes average as well as elite runners, but all share an energetic enthusiasm for the sport and choose to be active and involved in the Houston-area running scene through racing and volunteering for local races. Activities include social events, participating in races as a group and race management for charitable causes. The club is affiliated with the Houston Area Road Runners Association (HARA) and the Road Runners Club of America.



www.houstonmasters.org

HOUSTON MASTERS SPORTS ASSOCIATION (HMSA)

Officers

JO ANN LUCCO, President
MICHAEL LUNA, Vice President
DAVID HOLLOWAY, Treasurer
JOE DEBRUYN, Secretary

Board Members

B. J. ALMOND
GERMAN COLLAZOS
BILL HADLEY
ANN HIBBERT

JIM KNIEVEL

GERARDO MORA
SAM MUSACHIA
LIBBY MYERS
LEE PERLMUTTER

Notable Members

TOM and MARY ANNE MCBRAYER participated in the first Houston Marathon in 1972. Mary Anne was twice the female masters winner of the Houston Marathon. They both served on the Board of Directors for the Houston Marathon, and are still active in the running scene at the local and national level through USATF and the marathon warm-up race series. Tom certifies races held in Texas for USATF.

JACK LIPPINCOTT ran his first Houston Marathon in 1975 and hasn't missed one since. His 32 consecutive Houston Marathons to date give him the longest streak in Houston Marathon history. Jack manages the Houston Marathon Veterans Committee and keeps track of each participant who has ten or more Houston Marathon finishes.

KIM BUDZIK finished the Badwater Ultra marathon in 2008. She finished the 135-mile course starting in Death Valley, Calif., in 43 hours, 40 minutes. The race begins below sea level and finishes at an elevation of 8,300 feet.

FRED PRICE At age 80 stopped running marathons, after 34 years of running covering 51,864 miles, 410 competitive races, including 51 marathons.

LOUIS CIACCIO At age 85, switched from running to biking, with over 45,000 miles logged in 31 years of running including 717 competitive races.

LARRY TEETER has finished 143 races including 87 marathons and 56 ultra Marathons in 27 US states and 3 countries.



HMSA Classical 25K and 5K Fun Run

- The HMSA Classical 25K has been one of the three marathon warm-up series races since 1984. This year's race is scheduled for November 18, 2012. Distances for the series are gradually increased for runners preparing for the Houston Marathon, which is held each January. The 25K course starts and finishes in downtown Houston at the Wortham Center and is a three loop course on Memorial Drive with the turnaround at Shepherd Drive. The 5K Fun Run starts and finishes at the 25K course finish line and is an out and back run along the inbound lanes of Memorial Drive.
- Finishers are announced as they cross the finish line. A post race party is held in the Wortham Center's Fish Plaza where the participants and friends celebrate the event. Racing results and finishing times for the finishers are posted. The official race shirts are given to all finishers. Free food and drinks are provided to the participants. An awards ceremony is held where the event sponsors are recognized. Awards are given to the male and female; first, second and third place overall, masters and age group winners. Numerous door prizes are awarded to the participants throughout the awards ceremony.
- More than 50,000 runners have participated in the race since its inception in 1986 and participation has averaged approximately 1,250 runner per year over the last three years. Past sponsors included KARTS, a former classical radio station and Cenikor. This year HMSA formed a new committee with the mission of increasing participation. Proceeds generated by the event are donated to two worthy charitable organizations. This mission will be accomplished by aggressive promotion and advertising of the event. The event will be promoted on a national level through race listings with Runners World and Running Times magazines. Regional promotion will be provided by story and ad placements in Texas Runner and Triathlete Magazine. The event is being promoted locally through story and ad placements with Houston Health and Fitness magazine, Houston Sports News and the Houston Chronicle. Posters, flyers and race applications advertising the event will be posted and distributed throughout Houston in health clubs, sporting goods stores, restaurants and retail outlets. A **5K fun run has been** added in 2012 to provide an opportunity for more casual runners and walkers to participate in the event.
- For more information please visit our website at: www.houstonmasters.org/hmsa25k

FALLEN HEROES SURVIVORS FOUNDATION (FHSF)

Founded in 2010 by Mr. Mike H. Ladouceur. FHSF provides services to the surviving spouses and dependent children of our brave American military personnel who have fallen in battle during the war on terror, as well as those persons who have taken their lives due to documented Post Traumatic Stress Disorder (PTSD) as result of their service to our country during the wars in Iraq and Afghanistan.



FHSF does not offer “hand outs,” but a “hand up.” This is temporary assistance based on need and available funding to aid families as they recover from the tremendous loss they have suffered.

Donations assist with short-term child care since the spouse has lost not only a uniformed loved one, but also financial security for the family. FHSF also provides short-term support for emergency health care, housing, and car payments, as well as accounts for scholarships for surviving college-bound

There are more than 7,000 families throughout the United States that are qualified for assistance from FHSF and **84 families from the Greater Houston Metro Area** alone that your donation will directly benefit.

Jill P., from Houston.....

“...If not for the Fallen Heroes Survivors Foundation I don’t know how my son could have ever been able to afford to go to college. Thank you so much. May God be with you all and bless you for all you do to help others.....”

FHSF challenges all Americans to stand up and give back to the families who have made the ultimate sacrifice. Together we can help our Fallen Heroes' spouses and dependent children make ends meet during this painful transitional period.



FHSF uses 85% of every dollar donated to support these families, so your donations go a long way.



There is help for people who struggle with addictions.

For the past 15 years proceeds from the HMSA Classical 25K Race have been donated to Cenikor.

For more than 40 years, Cenikor Foundation, a 501 (c)(3) non-profit organization, has helped people with chronic addictions. There is no quick fix for addiction. The road to recovery is a gradual, ongoing process that takes perseverance and commitment. The journey requires compassionate care at every stage. Cenikor's professional staff provides that care and guidance, from detoxification, through short-term inpatient treatment and long-term residential programs for adolescents and adults, as well as outpatient and after-care programs.

During this journey, Cenikor's clients learn to look within themselves and come to terms with the root causes of their addictions.

Cenikor's Mission is to assist people in developing the skills needed to become responsible citizens free of substance abuse.

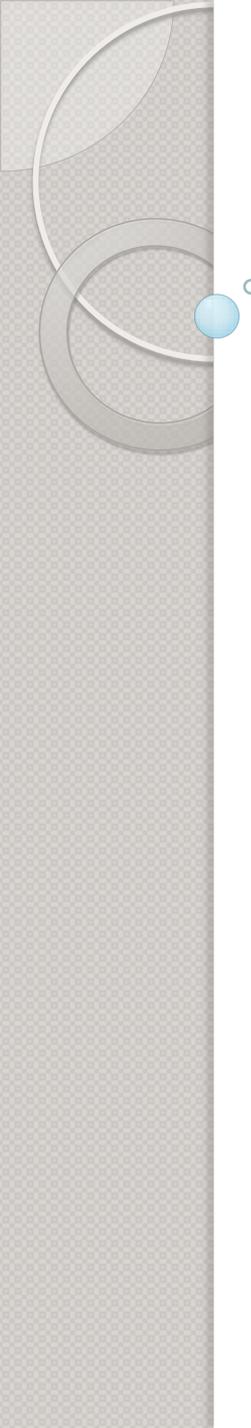
Cenikor's Vision is to be the model treatment community in the United States and a recognized leader in the field. We will research, evaluate and expand our services, grow in our ability to serve our clients and the community, enhance our financial stability and operate with well-trained, dedicated personnel.

Cenikor's Core Values: Therapeutic Community, Work, Faith, Sobriety, Safety and Personal Responsibility

Cenikor Foundation Officers:

- William L. (Bill) Bailey II, President/CEO
- Griff Godwin, Vice President/CFO
- Jerry Hall, Senior Vice President
- George Mills, Vice President of Business Development

Although Cenikor has 6 separate facilities between Louisiana and Texas for over the past 15+ years the Houston Masters Sports Association has given in excess of \$55,000 in service fees and donations to Cenikor that directly benefit their South Texas Residential Facility located in Deer Park, Texas.



**GREAT SPONSORSHIP
PACKAGES AVAILABLE**

Title Sponsor

Gold Sponsor

Silver Sponsor

Friends of the Race

Title Sponsorship

Suggested Package and Donation \$25,000

- Title Sponsor's corporate name will be part of the event name, i.e., The "Corporate Name" Classical 25K Race or The "Corporate Name" 5K Fun Run
- Title Sponsor's corporate name and logo will appear on all promotional materials for the race
- Title Sponsor's name and logo will be prominently displayed as the largest sponsor logo and name on the official race t-shirt
- Media coverage through story and ad placements with local media
- Additional coverage through flyers, entry forms, and posters
- Announcements mentioning Title Sponsorship at starting line and post race party
- Prominent banner with Title Sponsor logo displayed at the start line, finish line and post race plaza
- Title Sponsors logo on packet pick-up bag
- Ability to provide marketing material for insert into packet pick-up bags
- Large road decal leading to finish line
- Recognition as Title Sponsor at starting line and post race party
- Opportunity to briefly speak at start of race
- Free registration for 25 Title Sponsor runners with discounts for all others
- 10x10 Tent with tables and chairs at post-race party
- Title Sponsors logo on official race website with link to Sponsor website

Gold Sponsorship

Suggested Package and Donation \$10,000

- Gold Sponsor's corporate name and logo will appear on all promotional materials for the race
- Gold Sponsor's corporate logo will be prominently displayed on official race t-shirt. The logo will be larger than all other sponsors except Title Sponsor
- Media coverage through story and ad placements with local media
- Additional coverage through flyers, entry forms, and posters
- Announcements mentioning Gold Sponsorship at starting line and post race party
- Prominent banner with Gold Sponsor logo displayed at the start line, finish line and post race plaza
- Gold Sponsors logo on packet pick-up bag
- Ability to provide marketing material for insert into packet pick-up bags
- Recognition as Gold Sponsor at starting line and post race party
- Free registration for 10 Gold Sponsor runners with discounts for all others
- 10x10 Tent with table and chairs at post race party
- Gold Sponsors logo on official race website with link to Sponsor website

Silver Sponsorship

Suggested Package and Donation \$5,000

- Silver Sponsor's corporate name and logo will appear on all promotional materials for the race
- Silver Sponsor's corporate logo will be prominently displayed on official race t-shirt. The logo will be larger than all other sponsors except Title Sponsor and Gold Sponsor
- Media coverage through story and ad placements with local media
- Additional coverage through flyers, entry forms, and posters
- Announcements mentioning Silver Sponsorship at starting line and post race party
- Prominent banner with Silver Sponsor logo displayed at the start line, finish line and post race plaza
- Silver Sponsors logo on packet pick-up bag
- Ability to provide marketing material for placement in race packet pick-up bags
- Recognition as Silver Sponsor at starting line and post race party
- Free race registration for up to 5 Silver Sponsor runners and discount for all others
- 5x5 Tent with table and chairs at post race party
- Silver Sponsor logo on race website with link to sponsor website

Friends of the Race

- Corporate logo on sleeve of race shirt - \$1,500
- Corporate logo on race shirt - \$1,000
- Decal along race course (10 available) - \$1,000
- Banner at water stop (4 available) - \$1,000
- Post race tent (10' x 10') (5 available) - \$1,000
- Logo on back of shirts (10 available) - \$1,000
- Banner on course (10 available) - \$750
- Mile markers and kilometer markers on 25K and 5K courses (40 available) - \$250
- Sponsor the family of a fallen hero - \$100
- Sponsor a 25K Runner - \$100
- Sponsor a 5K Runner - \$50

Contact information

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