

## **The Mark Keppel High School Alliance Fear the Spear 5K 2023**

**April 15th, 2023**

Mark Keppel High School

501 E Hellman Ave, Alhambra, CA 91801

## **WHAT IS THE FEAR THE SPEAR 5K?**

The Fear the Spear 5K was established in 2018 by Mark Keppel High School students Xavier Yu and Dylan Djoenadi with the goal of creating a community event that would give the community an opportunity to be more active and also support the students at Mark Keppel High School. It is supported by the MKHS Alliance, a non-profit organization that provides much needed financial assistance that cannot be provided by the school to MKHS's academics, programs, and clubs. The 5K has been occurring at Mark Keppel High School in April every year since and is made possible by an enthusiastic student planning committee. With the 5K, we have been able to raise over \$4,300 to give back to the programs and clubs of Mark Keppel High School, enriching the youth of our community with new experiences that would have not been made possible without these contributions.

## **EVENT DEMOGRAPHICS**

Our event is open to all! In the past, we have had MKHS students, MKHS alumni, students of the local elementary/middle schools, adults from the community, toddlers, and prominent community leaders.

## **WHY SPONSOR US?**

Your contributions will allow us to cover our operational costs, allowing us to maximize the funds that we can give back to the programs and clubs at Mark Keppel High School, providing the youth of our community with new, enriching experiences that will better prepare them to take on the challenges of the 21st century. All contributions to the Fear the Spear 5K will be processed by the MKHS Alliance, a 501(c)-3 nonprofit organization, and therefore will be tax-deductible. Schools are major influences on the community and by sponsoring us, you and/or your organization will not only gain increased reputation within the school and city community, but you will also be contributing to the school's development, which can have a strong impact on the status of the entire community. The lists of Sponsorship Rewards can be seen on the next page.

## SPONSOR REWARDS

	Bronze \$100	Silver \$250	Gold \$500+
Complimentary Race Registrations	1	3	4
Recognition in our email news to parents, students, school employees, & the community. (1,700+ contacts)	X	X	X
Recognition and “Thank You” in Alliance ad in the school newspaper <i>The Aztec</i> .	X	X	X
Acknowledgment on our bulletin board in Mark Keppel High’s mailroom.	3 Months	6 Months	Year-Round
Acknowledgment in our Mark Keppel High showcase.	3 Months	6 months	Year-Round
Recognition on signage at the 5K and at our Atlantic Square fireworks booth. (June 29-July 4)		X	Premium Recognition <sup>1</sup>
Recognition on our 5K website.	X	X	Premium Recognition <sup>1</sup>
Mention in Fear the Spear 5K announcements that appear in the MKHS student bulletin.			X
Shout-outs on our social media accounts.			X
Verbal acknowledgment at 5K Opening Ceremony		X	X
Acknowledgment in our Monterey Park Cascades news articles.			X
Opportunity to speak at our Opening Ceremony			X

<sup>1</sup> Premium recognition refers to larger spaces for your advertisement

## OTHER WAYS TO GET INVOLVED

Other than making financial contributions, you and/or your organization can assist in the success of this event by spreading the news about the 5K through posting flyers at your organization's establishment and by sharing it with your neighbors and customers. If you would like to request flyers, please contact us using the contact information that can be found at the end of this document. Any assistance is greatly appreciated!

## HOW TO DONATE

To make a donation, make any checks payable to MKHS Alliance with Fear the Spear 5K listed within the memo line. Your contributions can be sent to Mark Keppel High School or to 2223 College View Dr, Monterey Park, CA 91754.

## CONTACT US!

If you have any other questions or concerns, please let us know by emailing us at [mkhsfearthespear5k@gmail.com](mailto:mkhsfearthespear5k@gmail.com) or call us at (323) 451-5459!

You can also find us on our website: <https://fearthespear5k.weebly.com/>

We are open to adjusting sponsorship rewards to accommodate your organization.

We are looking forward to hearing from you!