



Presents Inaugural HILLTOPPER RUN

Sponsorship Opportunities Packet

Los Alamos, New Mexico

TCR Productions, LLC

TCR is an event production and timing company specializes in the planning, packaging, management, timing and execution of endurance sports events. Based in Albuquerque, New Mexico TCR is the leading participant sporting production company in the Southwest. TCR provides state of the art technologies to produce and time event for Running, Biking, Challenge, Multi- Sport, Swimming, Cross Country, Skiing and Endurance events.

Founded in 1984, the company has served a prestigious clientele including; the UNM Comprehensive Cancer Center, University of New Mexico Employee Health Promotion Division of Human Resources, City of Albuquerque, City of Santa Fe, Village of Los Lunas, New Mexico Museum of Natural History, Explora Science Museum, Middle Rio Grande Conservancy District, Mountain West Athletic Conference, Los Alamos County, High Desert Investment Corporation, Mariposa Planned Residential Community, Rancho Viejo Planned Residential Community, YMCA of Central New Mexico, Pueblo Of Pojoaque Wellness Center, Tesuque Pueblo Wellness Center, Coors Brewing Company, NB3 Notah Begay III Foundation, Presbyterian Healthcare Services, Pueblo Cultural Center, New Mexico American Lung Association, Girls on the Run, Down Syndrome Coalition for El Paso, El Paso Marathon, Denver Half Marathon, Cirque du Soleil (Las Vegas), Ryno Running (Las Vegas). Additionally, TCR conceived and managed Run for the Zoo Albuquerque (7,000 participant race) from its beginning for several years.

The Hilltopper Run is Supporting Los Alamos Public Schools Foundation

Our mission is to serve as the connection between our community and school district, evaluating needs and investing resources to improve the quality of public education in our community.

Our Vision: Our schools will have the resources for an exceptional public education for all students.

Our Values: The Los Alamos Public Schools Foundation operates with:

Integrity, Transparency, Stewardship

Our Goals: Fund innovative opportunities and materials for our schools.

Create a school environment in which students are inspired to learn and grow.

Provide quality professional development opportunities for district educators.

Maintain a scholarship program to recognize outstanding LAHS graduating seniors.

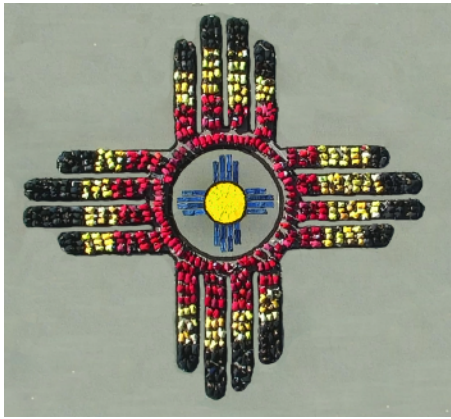
Raise money to provide financial support not available to Los Alamos Public Schools from other sources.

Develop a high performing Board of Directors, Executive Director and organization.



We Believe Excellent public education is every child's right. Excellent public education systems depend on: a well-informed and supportive community, caring and competent educators, supportive and responsive school environment, sufficient financing to achieve educational goals. The Los Alamos Public Schools Foundation can accelerate improvements in public education through the judicious use of private resources.

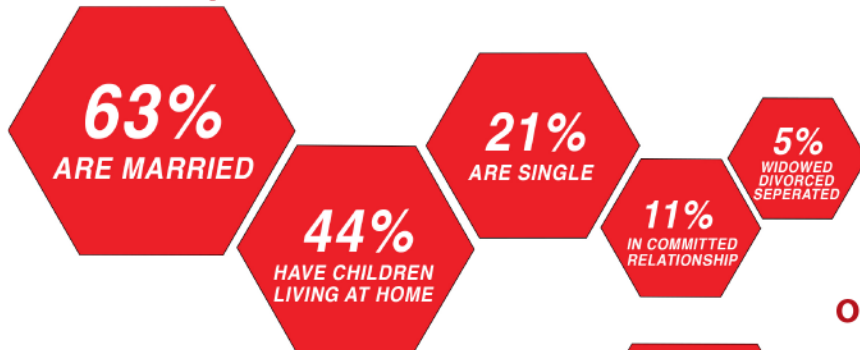
Inaugural Hilltopper Run



Hilltopper Run 2022

Who our Runners are

Relationships



Occupation



Spending (discretionary income)



Race and Ethnicity





Inquires / questions contact
Tom Rojas, TCR Productions
(505) 485-7621
tcr@tcrproductions.com

TITLE GOLD \$3,000 Per Event

- Entitlement of Event
- Category exclusivity, no conflicting business
- Participant e-mail address list
- License to use the event brand and logo in your own company advertising
- Complimentary entries
- Most prominent placement of promotional materials in the participant goodie bag
- Most prominent positioning of logo in all advertising
- Most prominent positioning on the Entry Form, Poster, Bib Number and T-Shirt Back
- Most prominent display space at packet pick up and on race day
- Most prominent signage display on the finishing line scaffolding.
- Lone company logo on the finishing line break tape.
- Lone company logo on the mile markers.
- Exclusive recognition by the race emcee throughout the race
- Exclusive speaking opportunities throughout the race and award ceremony.
- Most prominent posting on the race web site with your company link.
- TCR will e-blast the race information to the 22,000 e-mail followers.
- Most prominent positing on the race social media platforms.

SILVER \$2,000 Per Event

- License to use the event brand and logo in your own company advertising
- Complimentary entries
- Secondary placement of promotional materials in the participant goodie bag
- Secondary positioning of logo in all advertising
- Secondary positioning on the Entry Form, Poster, Bib Number and T-Shirt Back
- Secondary display space at packet pick up and on race day
- Secondary signage display on the finishing line scaffolding
- Recognition by the race emcee throughout the race
- Speaking opportunities throughout the race and award ceremony.
- TCR will e-blast the race information to the 20,000 e-mail followers
- Secondary positing of on the race social media platforms

BRONZE \$1,000 Per Event

- License to use the event brand and logo in your own company advertising
- Complimentary entries
- Tertiary placement of promotional materials in the participant goodie bag
- Tertiary positioning of logo in all advertising
- Tertiary positioning on the Entry Form, Poster, Bib Number and T-Shirt Back
- Tertiary display space at packet pick up and on race day
- Tertiary signage display on the finishing line scaffolding
- Recognition by the race emcee throughout the race
- Speaking opportunities throughout the race and award ceremony.
- Tertiary positing on the race website with your company link.
- TCR will e-blast the race information to the 20,000 e-mail followers
- Tertiary positing on the race social media platforms

Company Name and Contact Person _____

Phone Number _____

Physical Address _____

E-mail Address _____

Please make check payable to TCR Productions

PO Box 25671

Albuquerque, NM 87125

Sponsorship Level

(Check One)

Gold \$3,000 Per Event ☐

Silver \$2,000 Per Event ☐

Bronze \$1,000 Per Event ☐