

Dear Red Shoe Shuffle Sponsor,

In an effort to support our local community, the San Diego Metro office of Keller Williams Realty is hosting the 2nd Annual Red Shoe Shuffle 5K Race/Walk benefiting Monarch School. Located in Little Italy, this school provides an environment in which San Diego's homeless & at-risk youth can achieve their dreams of normal, productive lives through education. Monarch offers classes for children grades 3-12 with ancillary programs such as family assistance, job training, counseling, medical support, and personal enrichment through one-on-one mentoring and the arts. It is one of only two schools for homeless children in the entire country.

Monarch's emphasis on academic achievement is working! Every six months a child is at Monarch, he/she will progress more than a year.

Last year's event was a huge success, creating awareness of the school and all it does to support these wonderful children. With a fundraising goal of over \$50,000 this year, the Red Shoe Shuffle will take place on Saturday, October 18th, 2008. The official distance, timed 5K route begins and ends in NTC Park at Liberty Station in Point Loma. Post-race celebration includes a health and lifestyle expo, awards ceremony, live entertainment, food, and much more for the whole community to enjoy!

Join us in restoring hope and unleashing the dreams of Monarch's students by being one of the core sponsors of the 2008 Red Shoe Shuffle 5K. With over 2000 participants expected, covering a wide range of demographics, it is a perfect opportunity to promote your business as we make the Red Shoe Shuffle one of San Diego's signature charitable events. You can truly make a difference by helping these children break the cycle of homelessness through education.

Keller Williams San Diego Metro, and most importantly the children of Monarch School, thank you for your kind and generous support!

Sincerely,
The Red Shoe Shuffle Team



Sponsorship Levels

Little Red Tricycle

\$250 - \$499

- Mention in Race Program

Red Radio Flyer

\$500 - \$999

All the benefits of Little Red Tricycle, plus the following:

- Logo or Name on Official Red Shoe Shuffle Website with Link
- Booth space at Red Shoe Shuffle Expo

Candy Apple Red

\$1,000 - \$2,999

All the benefits of Red Radio Flyer, plus the following:

- Verbal Recognition by Announcer During Event
- Logo or Name in Community Newsletters
- Logo or Name in Advertisements
- Mention in Current Press Releases
- Complimentary Race Registration for a team of two (2) Runners/Walkers

Fire Engine Red

\$3,000 - \$4,999

All the benefits of Candy Apple Red, plus the following:

- Logo or Name in Race Instructions
- Logo on Start and Finish Banners
- Logo on Event T-Shirts
- Complimentary Race Registration for a team of two (2) Runners/Walkers

Red Corvette

\$5,000 - \$9,999

All the benefits of Fire Engine Red, plus the following:

- Logo or Name on all Distance Markers and/or Water Stations
- Logo or Name Placement on Official Race Bibs
- Complimentary Race Registration for a team of five (5) Runners/Walkers

Red Shoe Premier

\$10,000 +

All the benefits of Red Corvette, plus the following:

- Exclusivity of Industry
- Mention in All Television and Radio Advertisements
- Complimentary Race Registration for a team of ten (10) Runners/Walkers



MONARCH
SCHOOL