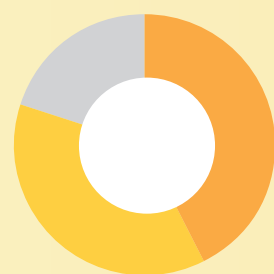
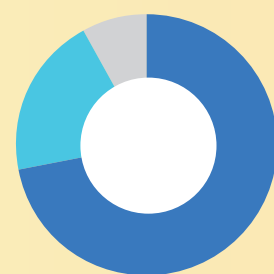


## Past Event Demographics



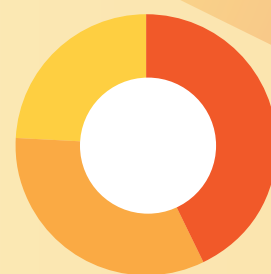
### By Age:

40-50 year olds: 47%  
30-40 year olds: 41%  
Others: 22%



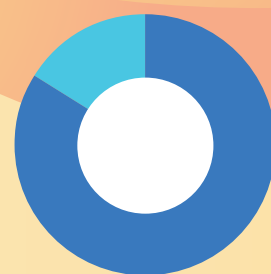
### By Education:

Master's or Higher: 72%  
Undergraduate: 20%  
Others: 8%



### By Income:

\$150-199k: 43%  
\$200k+: 33%  
\$100-149k: 24%



### Home Owners:

Home Owners: 84%  
Rental: 16%



SUNDAY

APRIL 23rd 2017

8am - 2pm

VASONA LAKE COUNTY PARK,  
LOS GATOS, CA - 95032

Get more information at [omrun.cmsj.org](http://omrun.cmsj.org)

5K & 10K Run | ½ Marathon | Om Mela

## Benefits of Sponsoring Om Run

### Once in a year opportunity not to be missed!

- Om Run is a family event and for you the sponsor, it is an opportunity to get your products and services in front of approximately 2000 people. Sold out each year.
- Increase your impact in Bay Area by establishing and growing the market for your products and services. An amazing opportunity to build your brand.
- Target thousands of Bay Area professionals directly. Support the interests of the growing Asian community in the Bay Area.
- Connect with a highly educated, affluent and upwardly mobile group to present your services. 84% of the attendees are homeowners in the Silicon Valley.
- Our community is made up accomplished engineers, medical professionals, healthcare workers, homemakers, and other major professions such as real estate, technology, education, sales, finance, etc.

# Om Run

Om Run is 7 years old!! Om Run has been held annually since 2010, hosting ~ 2000 runners and spectators. It is the largest community-building event organized by Chinmaya Mission. Om Run is fun and entertaining for the whole family. Om Run attracts athletes from all across the Bay, including participants who are industry leaders representing major corporates in the Silicon Valley. This year's Om Run offers an unforgettable way to experience Vasona Lake County Park.

### To Sponsor, please contact:

Ravi Tammineni: [ravit@cmsj.org](mailto:ravit@cmsj.org)  
408-203-9894

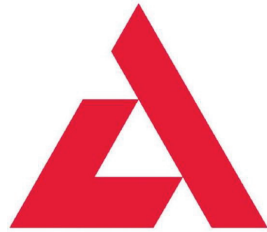
Suba Subbiah: [subas@cmsj.org](mailto:subas@cmsj.org)  
858-395-5501

For details, please visit: [omrun.cmsj.org](http://omrun.cmsj.org)

CM Non-profit Tax ID: 77-0315648

## Beneficiaries

Funds raised will benefit the following organizations.



### American Diabetes Association

The mission of the American Diabetes Association is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. The Association acts on its mission by leading the fight against the deadly consequences of diabetes and fight for those affected by diabetes, by funding research to prevent, cure and manage diabetes.



### CORD - Chinmaya Organization for Rural Development

CORD provides Education, Healthcare, and development programs like teaching job skills and other empowerment programs to women in rural areas. CORD provides an urge of creativity in the rural population, for creating comprehensive wealth and managing various aspects of their life to live independently, indigenously and respectfully with a religious spirit and scientific mind.

## Sponsorship opportunities - Individual Options

All sponsors will be identified at the Event by live mentions.  
Sponsors will be recognized in the website, logos will be placed and this will be visible all year long

### Sponsor Message and Logo in targeted e-mail blasts

Email blasts: There are 3 important email blasts that are sent out to all participants. First email is sent as registration confirmation. Second email is sent before the event with the event day info. Third email is sent after the event with race results, etc. Sponsors can avail of this space, which would be a direct reach to customers.

Message/Logo on all 3 emails	\$2000
Message/Logo on 2 emails	\$1500
Message/Logo on 1 email	\$1000

### Logo on T-Shirts

All participants wear it on event day and beyond.

Large Logo 2" x 5" or 3" x 6"	\$3000
Small Logo 2" x 2"	\$1500

### Event Day Brochure

All participants receive a brochure.

Full page Ad	\$600
Half page Ad	\$300

### Onsite Booth

Booth will be at the event location. Price includes 10' x 10' Tent, 2 Tables, Tablecovers, 4 chairs and all this will be set-up, just move in! Booths receive a lot of foot traffic.

Booth	\$1000
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### Banner

Banner will be placed at the event location.

Standing Banner	\$500
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