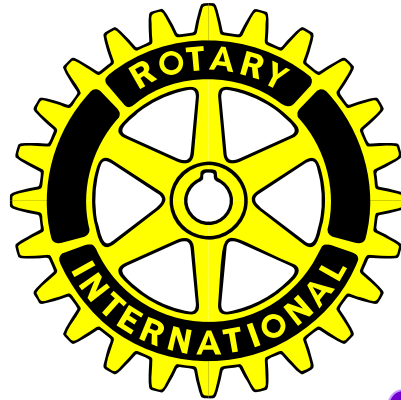




“Service Above Self”



The ROTARY CLUB of SAN CARLOS

18th Annual 5K & 10K
Fun Run & Walk

For Scholarships

May 18th, 2008

*IN CONJUNCTION WITH
THE 28TH ANNUAL*

**SAN CARLOS HOMETOWN DAYS
MAY 16, 17 & 18, 2008**

P.O. Box 515•San Carlos•CA•94070



“Service Above Self”



5K & 10K Fun Run & Walk EXECUTIVE SUMMARY

Over the years, the Rotary Club of San Carlos has reinvested fund raising dollars into a variety of community, city and county programs. As we move forward into the 21st century, it has become increasingly apparent that, although the cost of educating our youth has raised substantially, those worthy students able to afford college and university tuition’s has declined. We also know that the education of our young people directly enhances our community’s employee base and positively benefits our society in general. Aware of this ever growing need and the obvious benefit it provides, the San Carlos Rotary Club has made a commitment to continually increase its financial support of existing scholarship programs. Our goal this year is to provide ten (10) qualified students with individual scholarships of Two to Five Thousand Dollars (\$2,000.00-5,000.00) per student. Rotary Club members together with the financial support of the responsible business community within the San Francisco Peninsula are making a concerted effort to promote and share in this vision of education for youth. By becoming a corporate partner with Rotary in the achievement of this worthy cause we can make a huge difference in the lives of our youth and the quality of life of the peninsula and beyond. The participation levels and the related benefits are described below:

	Platinum	Gold	Silver	Bronze
Contribution Amount:	\$2,500.00	\$1,500.00	\$1,000.00	\$500.00
Company Name/Logo on:				
Website Recognition & Links	X	X		
Registration Forms and Displays	X	X	X	
Newspaper Advertising	X			
Radio Station Announcement (PSA)	X			
Official Race "T" Shirts	X	X	X	X
Finish Line Banner	X			
Poster Art	X	X		
Sponsor Recognition Plaque	X	X	X	
Sponsor Acknowledgment Luncheon with Photo	X	X	X	
Repeated Race Day PA Announcement of Business Name	X	X	X	X
SCESD system wide student entry form mailer	X	X	X	X



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What is Rotary?

Rotary is an organization of business and professional leaders, united worldwide in the cause of service above self. Rotary is dedicated to humanitarian service, ethical standards in business, promotion of world understanding and peace. With more than 25,000 clubs in towns and cities in 172 countries, Rotary has an extensive network of volunteers ready to provide necessary support. As a point of fact, Rotary operates the world's largest youth exchange program, almost entirely with its network of Rotary volunteers.

What does San Carlos Rotary support?

San Carlos Rotary Club has a proud record spanning 59 years of support to local, county and worldwide community projects. The 5K/10K event provides the business community with an excellent mechanism to channel funds toward these worthy causes without the typical administrative expense. The San Carlos Rotary Club recognizes that the projects it creates for the community welfare could not be done without the support of local business. Your sponsorship is an excellent way to promote your company's community image as this event has significant draw from local residents and other areas outside our San Carlos. Our promotional efforts involve active efforts to publicize this race before and during Hometown Days activities. The "Fun Run for Scholarships", as it is now known, is both a family event and a certified competitive running event. Accordingly, both of these participation segments assure that the recognition your company will receive from sponsorship will touch all age groups within San Carlos and the greater San Mateo County community and primarily, college bound seniors who are recipients of the event proceeds.

What Is This Event All About?

The primary goal is to provide a challenging, wholesome and "fun" event for the participants, spectators and sponsors. Additionally, the San Carlos Rotary Club intends to generate \$25,000.00 from event proceeds which will be used to fund current scholarship awards for our 2008-2009 scholarship year.

Who Are The Participants?

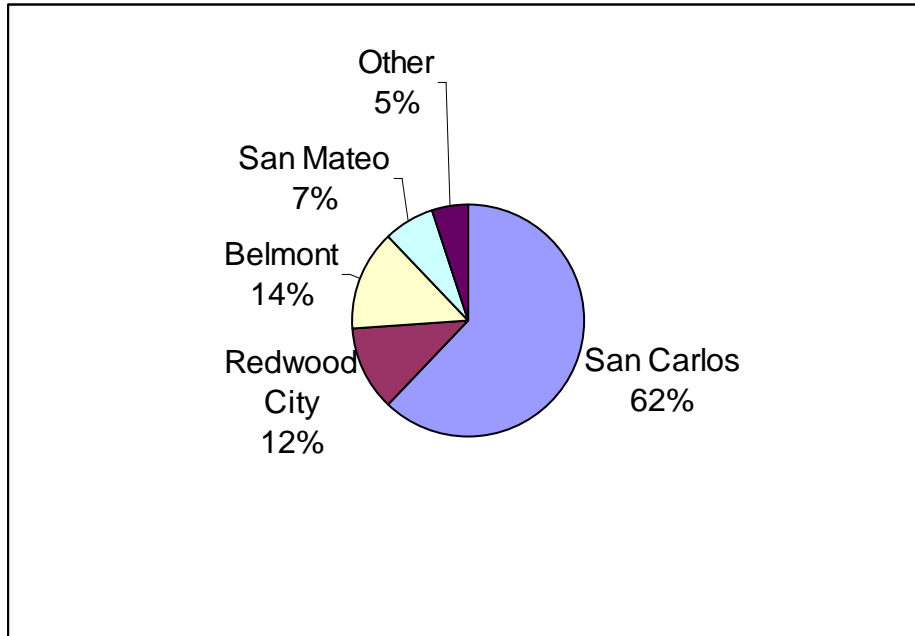
Costumed and non-costumed participants will include: serious runners who will strive for "personal best" records over the officially certified course, less serious athletes want to test their fitness on either the 5K or 10K course and other participants who want " to be counted " by their active support and participation in the 5 walk event.



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Where do the participants reside?



The 2006 race had over 450 participants and the 2007 race has projected participants of 500.

Rotary Club "FUN RUN"

This is the ninth annual 5&10K event sponsored by the Rotary Club of San Carlos, a local chapter of the world wide organization, Rotary International. The event has been designed to attract a large number of active participants and spectators through a sporting event which will be both entertaining and fun for all. As in the past, this event is scheduled in conjunction with the 27th Annual San Carlos Hometown Days festivities; the City's largest annual community event. Over the years this race has become one of the most financially supportive running events for youth in the San Francisco Bay Area and as a result has grown every year since inception.

In 2006, the number of visitors was 30,000 with the number climbing to 35,000 in 2007. The 2008 event is expected draw as many as 40,000 visitors to the event.



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Where Do FUN RUN Dollars Go?

This year's proceeds will be focused, as stated above, on youth scholarships. In the past however, proceeds from this race have been used for a variety of purposes. Over the years, the following items have been purchased in whole or in part by the San Carlos Rotary Club with funds earned from functions such as the "Fun Run".

San Carlos Rotary Youth Center: A new multi-purpose Youth Center was completed in 1999. This project is the San Carlos Rotary Club's most recent large-scale community effort and represents the completion of a "state of the art" facility constructed at Burton Park in **San Carlos**. This extremely important facility specifically benefits the youth of the area.

San Carlos Rotary Field: A new multi-use baseball field is another of the San Carlos Rotary Club's more recent projects. This "state of the art" facility was constructed at the new Highlands Park in **San Carlos**. This extremely needed field is the first new ball field built in San Carlos in over ten years.

Jaws of Life: The life saving Jaws of Life was donated to the **San Mateo County** fire fighters. This rescue equipment has saved many lives since it was put into service. It is used to remove the door of a vehicle and rescue trapped drivers and passengers in minutes.

Police Dog: An 87 pound highly trained German shepherd was the second dog donated to the **San Carlos** Police Department. The dog has become a vital part of tracking and apprehension in many phases of police work.

Public Safety: Video recorder, camera and monitor were purchased and installed aboard the **County** Hazardous Materials Response Van. The van is used throughout California responding to chemical spills and the equipment aids in detection, training activities, etc.

Other Rotary Programs: Contributions have been made for youth programs and sports; college scholarships; recreational playground facilities; school equipment; needy children and families; community service activities; vocational service activities; international service activities

Generally, Rotary International is the largest service organization in the world and your tax deductible sponsorship will be gratefully accepted and put to good use making our community and those around us a better and safer place in which to live and work.

For further information contact:

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