



Dignity Health.
Center for Assault
Treatment Services

15th Annual

Victory for Victims

10K River Run 5K Walk/Run

Kids Fun Run

New
Day

SATURDAY, April 22, 2017

Lake Balboa at Woodley Park, Van Nuys

PROCEEDS BENEFIT

Center for Assault Treatment Services (C-A-T-S)

Providing services to victims of sexual assault and domestic violence 24/7

With **Heartfelt APPRECIATION** to
Olympic Gold Medal Champion
Rafer Johnson



Register at
catsvictoryforvictims.racewire.com

For more information: 818.718.5922



Dear Friends,

Please join us Saturday, April 22, 2017 at Woodley Park and beautiful Lake Balboa located in Van Nuys for the **15th Annual Victory for Victims 10K River Run, 5K Walk/Run**. This will be a day well spent supporting the Center for Assault Treatment Services (C·A·T·S).

C·A·T·S is the only program in the San Fernando and Santa Clarita Valleys providing medical evidentiary examinations and forensic interviews to child and adult victims of sexual and domestic violence 24/7/365 days a year.

If you are not able to join the walk/run, there are still ways to support us – please consider being one of our gold, silver, bronze or underwriting sponsors.

Our C·A·T·S team is planning an amazing day. Both races start in the Expo, go through beautiful Lake Balboa Park and cross the Finish Line in Woodley Park to the sound of cheering crowds! Visit the expo area for community resources, food and a Kids Fun Zone.

Our Finisher Awards include:

- ♦ **Finisher medals for all participants**
- ♦ Top Male and Female Finishers
- ♦ Age Division Awards: Custom designed medals to top three male & female athletes in 15 different divisions of 5K & 10K
- ♦ Team Awards: Top 3 Finishers Combined Times
Top 3 Largest Race Day Teams
Top 3 Fundraising Teams

We thank you for your support and look forward to seeing you there.

REGISTRATION

Online: Register online before April 19
catsvictoryforvictims.racewire.com
(see discounts on form)

Mail in: Postmarked by April 13

Packet Pick-up: Friday, April 21, Noon – 4 p.m.
Woodley Park, Van Nuys
Park EAST side of Woodley Ave. (south of Victory)

Registration,
computer
chip timing
& finish line
photos by



AVOID THE RACE DAY RUSH — pick up your bib with disposable timing tag on Friday!

Race Day: Saturday, April 22, registration opens 6:30 a.m.

— FREE RACE DAY PARKING —

West side of Woodley Ave. – South of Victory Blvd.

Enter Woodley from Victory ONLY.



BOTH COURSES ARE FAST AND FLAT!

RACE DAY SCHEDULE

- 6:30 a.m. Expo & Registration Opens
- 7:00 a.m. Opening Ceremonies/Aerobic Warm-Up
- 8:00 a.m. 10K River Run (6.2 miles)
- 8:15 a.m. 5K Walk/Run (3.1 miles)
- 9:00 a.m. Awards Ceremony
- 9:30 a.m. Kids Fun Run

— KIDS FUN RUN —

For Kids 12 and under – 1K (.6 mile) goes around the Expo Area in the park. Parents may accompany small children at no cost.

GREAT TIME FOR A GREAT CAUSE

- ◆ Meet Olympic Legend, Rafer Johnson
- ◆ FREE Food and Drinks Sponsored by:
- ◆ FREE Massage in the Cool-Down Lounge
- ◆ Exciting Business, Health & Fitness Expo
- ◆ Kids Fun Zone: Karate Demonstrations, Face Painting and other fun activities



Sound Provided by:



Stage and Canopies Donated by:



Sheila Kuehl
L.A. County Supervisor
3rd District

HONOREES

Dignity Health – Center for Assault Treatment Services is honored to present the following awards on event day:

“The Rafer Johnson Medal of Justice Award”

Ed Lowder, MD

C·A·T·S Founder

“The Chuck Street Sky’s the Limit Award”

Mechanix Wear

“The Jackie Lacey Voice of the Community Award”

Dennis McCarthy

Columnist, Los Angeles Daily News

ONLINE FUNDRAISING

Make Your Miles Mean Something!

Create your fundraising page at
[crowdrise.com/2017VictoryforVictims](https://www.crowdrise.com/2017VictoryforVictims)
and e-mail the link to your friends & family to sponsor you!

The dollars you raise will make a difference in the lives of victims. When people understand the impact of their donation, they will be more likely to support you!

EXCLUSIVE SPONSORSHIP OPPORTUNITIES:

Exclusive Sponsors receive logo recognition on all electronic and printed materials* (social media, website, flyers) and name on Northridge Hospital Foundation's "Gallery of Honor."

- TITLE SPONSOR** (1 Only) \$30,000
 - Recognition as Title Sponsor on all event materials, media & public service announcements
 - Logo on start line, finish line, stage banners and center top back of custom souvenir t-shirts*
 - Premiere placement complimentary 10'x10' expo booth
 - 30 complimentary walk/run participants**
- START/FINISH LINE SPONSOR** (1 Only) \$20,000
 - Logo rights with prominent placement on start line, finish line and stage banners
 - Logo on back of souvenir t-shirts*
 - Premiere placement complimentary 10'x10' expo booth
 - 20 complimentary walk/run participants**
- FINISH MEDAL SPONSOR** (1 Only) \$12,000
 - Exclusive name or logo on all finish medal lanyards (estimated 2,000+)*
 - Prime location complimentary 10'x10' expo booth
 - 12 complimentary walk/run participants**
- T-SHIRT SPONSOR** (1 Only) \$12,000
 - Exclusive name or logo printed on the front of souvenir t-shirts
 - Prime location complimentary 10'x10' expo booth
 - 12 complimentary walk/run participants**
- BIB SPONSOR** (1 Only) \$10,000
 - Exclusive logo printed on the front of bibs (estimated 2,000+), back of souvenir t-shirts & stage banner*
 - Complimentary 10'x10' expo booth
 - 10 complimentary walk/run participants

OTHER SPONSORSHIP OPPORTUNITIES:

Logo in all electronic and printed materials* (social media, website, flyers) and on back of souvenir t-shirts and stage banner; complimentary 10'x10' expo booth.

- GOLD CHAMPION SPONSOR** \$7,500
 - 7 complimentary walk/run participants
- SILVER SPONSOR** \$5,000
 - 5 complimentary walk/run participants
- BRONZE CHAMPION SPONSOR** \$2,500
 - 2 complimentary walk/run participants

UNDERWRITING OPPORTUNITIES:

- TEAM PHOTO SPONSOR** (1 Only) \$1,500
- WATER STATION SPONSOR** (3 Available) \$1,000
- MARCHING BAND SPONSOR** (1 Only) \$500
- MILE MARKER SPONSOR** (18 Available) \$250
- BOOTH EXPO PARTICIPANT** \$275
 - 10'x10' expo booth (canopy, table, 2 chairs & tablecloth)
 - Vendor to provide approved products/services at no cost to participants

WALK/RUN PARTICIPANT

- COMPLETE ENTRY FORM ON REVERSE SIDE**

* All logos are to be submitted in an EPS, AI, CDR or PDF (vector based) format for proper recognition before January 31, 2017

** Premiere placement and prime location expo booths come with canopy, table, 2 chairs and tablecloth

ENTRY FORM

Please Print **LEGIBLY**

May be reproduced

First Name: _____ Last Name: _____

Home Address: _____

City/State/Zip: _____

Phone: _____ E-Mail: _____

ALL REQUIRED: Date of Birth: ____/____/____ (MM/DD/YY) Age on Race Day: ____ Sex: M F

10K 5K Kids Fun Run (age 12 and under) **— DIVISION —**

I've Joined This Team: _____

(If Applicable)

— AGE GROUP —
 12-under 13-19 20-24 25-29 30-34 35-39 40-44 45-49
 50-54 55-59 60-64 65-69 70-74 75-79 80+

T-shirt size (10K/5K only): S M L XL XXL

— FEES —

(Rain or Shine/No Refunds)

\$35 – January 1 – March 31, 2017

\$40 – on April 1, 2017 through event day

\$15 – Kids Fun Run (Price does not change)

Please bill my: Visa MC AMEX \$ _____ Exp. Date: _____

Credit Card #: _____ CW#: _____
(or contact 818.718.5922 for secure credit card transmission)

Signature: _____

Business Name: _____

Contact Name: _____
(As you wish it to appear on event publicity)

Sponsorship Level: _____

Mail or Fax to:

Northridge Hospital/C.A.T-S, 8210 Etiwanda Ave., Reseda, CA 91335

Fax: 818.718.5989

More Information: Priscilla.Lomeli@DignityHealth.org or 818.718.5922

Our tax identification number is 23-7444901

5K/10K WALK/RUN, KIDS FUN RUN Waiver & Release: Must be signed by all entrants. I know that running a road race is a potentially hazardous activity. I am medically able and properly trained for the race. I assume all risks associated with running in the event including but not limited to, falls, contact with other participants, effects of weather including heat and humidity, traffic and the condition of the roads, all such risks of racing being known and appreciated by me. Having read this waiver and knowing these facts and in consideration of acceptance of my entry, I, for myself, and heirs, executor, or anyone entitled to act on my behalf, waive and release Northridge Hospital Medical Center, W2 Promotions, Harman International, all race sponsors, officials, volunteers, employees, the City of Los Angeles and all governmental entities, and any of their representatives and succession from all claims of every kind or nature whatever, foreseen or unforeseen, known or unknown. I grant my permission to all of the foregoing to use any photograph, motion pictures, video, or sound recordings, or any other record of this event for any legitimate purpose.

Participant's Signature (Parent's signature if under 18) _____

Date _____



Dignity Health™
Center for Assault
Treatment Services

8210 Etiwanda Ave., Reseda, CA 91335

15th Annual

10K River Run | 5K Walk/Run
Kids Fun Run



Saturday, April 22, 2017

Lake Balboa at Woodley Park, Van Nuys

Non-Profit
Org.
U.S. Postage
PAID
Van Nuys, CA
Permit No. 2186

Thank You to Our Sponsors...



Office of Councilmember
Nury Martinez

