



*A run to protect, not pave over California's farmland  
Benefitting California Farmland Trust  
September 25, 2022  
**Bokisch Vineyards***

## Race to Slow the Pace

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The Race to Slow the Pace at Bokisch Vineyards is a run to connect people with nature, the environment and the family farms that feed them, while furthering California Farmland Trust's mission. Our goal is to foster a consumer's connection to the land and emphasize why we must *slow the pace* of development and protect farmland. Runners will weave their way through the scenic Bokisch Vineyards while taking in the vines, the habitat, and the open space that farmland provides.

The Race to Slow the Pace started in 2021, with nearly 200 people in attendance for a 5k event. Based on the overwhelming feedback of runners, spectators and sponsors we are excited to add a 10K and grow our event to an anticipated crowd of 300 people for 2022.

Your sponsorship of the run connects you to the local community and demonstrates your support of agriculture.



### California Farmland Trust

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There is one thing every human being has in common – we all need to eat! Those of us who live in California are blessed with an abundance of fresh food year-round, thanks to the hard work of the farmers whose fields surround our cities and grow more than 400 crops and commodities. With the farm-to-fork movement growing, many of us are enjoying a new awareness of the commodities of California's farms.

California's farms are not the only thing growing, so are our cities. As California's population booms, the farms that feed us are being turned into strip malls, parking lots, warehouses, and other uses that can't feed us. The trend of paving over our best farmland is not sustainable. If nothing is done, we will reach a tipping point, with too many people and not enough land to grow the food and fiber on which we depend.

California Farmland Trust works with willing farmers throughout California who want to ensure their farms will remain farms, forever. We help farmers place legal protections on their properties, called easements, that requires the land to remain in agriculture. To date, we have protected 17,353 acres of land.



### Bokisch Vineyards

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Markus and Liz Bokisch having been producing award-winning Spanish varietals since the early 2000s. With hearts and heritage of Spain, their inspiration to produce Spanish varietal wines began, creating Bokisch Vineyards, nestled in the Clements Hills of Lodi, California.

Markus and Liz met at UC Davis and moved to Spain in 1992, traveling across the country in their 1967 blue VW Bus. Markus worked in the famous Cava producing town of Sant Saduri d'Anoia in the wine business, and Liz taught English classes. They soon fell in love with Spanish foods and wine and were determined to try producing domestic Spanish varietal wines upon their return to California.

In 1995 they purchased their Terra Alta Vineyards property in the Clements Hills, and in 1998 they imported budwood from specially selected vineyards in Spain. They planted their Las Cerezas Vineyard of Spanish varietals with one acre each of Albariño, Tempranillo and Graciano.

They began making wine from their estate-grown and organically farmed fruit in 2000. The Bokisch Vineyards label currently produces nine Spanish varieties including Garnacha Blanca, Verdejo, Garnacha and Monastrell.

## Sponsorship Opportunities

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The Race to Slow the Pace is an event designed to help runners and consumers grow their appreciation for our agricultural lands and open space, while raising money for the California Farmland Trust.

## **TITLE SPONSOR**

**\$5,000**

As the title sponsor your name or logo will have prominent placement on all race related materials.

- Exclusive naming rights – your company’s name will precede Race to Slow the Pace in ALL marketing and promotional materials (i.e. *Company ABC’s Race to Slow the Pace to benefit California Farmland Trust*)
- Top tier placement of company logo on the following printed items:
  - Start and finish line signage
  - Race to Slow the Pace t-shirts and race bibs
- Top tier placement of company logo in the following digital assets:
  - Event website
  - Event promotional emails
  - Event specific participant emails
- One information table in the victory recovery area following the run.
- Press release to local media announcing partnership
- Opportunity to provide promotional item or flyer in registration packets (in person & virtual)
- Social media announcement and advertisements
- Verbal recognition at the start and end of the race
- Opportunity to present awards to top race finishers at awards ceremony

One (1) title sponsorship available; logo must be received by August 1, 2022, for inclusion in printed materials.

## **PRESENTING SPONSOR**

**\$2,500**

As the presenting sponsor your name and logo will become well-known on race related materials.

- Company logo inclusion on the following printed items:
  - Start and finish line signage
  - Race to Slow the Pace t-shirts and race bibs
- **Thank you, Farm Credit Alliance & Burroughs Family Farms, Pacific Coast Producers & Dwelley Family Farms!**
- Press release to local media announcing partnership
- Opportunity to provide promotional item or flyer in registration packets (in person & virtual)
- Social media announcement and advertisements
- Verbal recognition at the start and end of the race
- In-person recognition during the awards ceremony

Three (3) presenting sponsorships available; logo must be received by August 1, 2022, for inclusion in printed materials.

## WINE GLASS SPONSOR

**\$1,750**

Following the race, each runner will be invited to enjoy a glass of Bokisch wine. As the wine glass sponsor, your logo will accompany the Race to Slow the Pace logo on 300 commemorative wine glasses.

- Wine glass for on-site runners with Race to Slow the Pace logo and your companies name or logo
- Company logo inclusion in the following digital assets
  - Event websites
  - Event specific participant emails
- Opportunity to provide promotional item or flyer in registration packets (in person & virtual)
- Social media announcement and advertisements
- Verbal recognition at the end of the race

**Thank you, Harrah's!**

One (1) sponsorship available; logo must be received by August 1, 2022, for inclusion in printed materials.

## LANYARD SPONSOR

**\$1,500**

As runners cross the finish line and receive their finishers medal and lanyard, your company name and/or logo will be well-branded on 300 souvenir lanyards signifying your support of the event.

- Lanyards for 5k and 10k runners with Race to Slow the Pace and your companies name or logo
- Company logo inclusion in the following digital assets
  - Event websites
  - Event specific participant emails
- Opportunity to provide promotional item or flyer in registration packets (in person & virtual)
- Social media announcement and advertisements
- Verbal recognition at the end of the race

**Thank you, Grow West!**

One (1) sponsorship available; logo must be received by August 1, 2022, for inclusion in printed materials.

## VICTORY RECOVERY AREA SPONSOR

**\$1,000**

The victory recovery area is where participants of the Race to Slow the Pace will celebrate their accomplishments after the race. They enjoy food, entertainment, and awards for top finishers. As the sponsor of the victory recovery area, you will have an all-access pass to every athlete, spectator, volunteer, and staff member in the infamous oak tree picnic area in the vineyard at Bokisch.

- Company logo inclusion on the following printed items
  - Start and finish line signage
  - Table tents on tables throughout the area
- Company logo inclusion in the following digital assets
  - Event websites
  - Event specific participant emails
- Opportunity to provide promotional items on tables in the victory recovery area.
- Social media announcement and advertisements
- Verbal recognition at the end of the race

**Thank you, Vino Farms!**

**(One sponsorship still left)**

Two (2) sponsorship available; logo must be received by August 1, 2022, for inclusion in printed materials.

## FINISH LINE PHOTO SPONSOR

**\$750**

Your company's name and logo will be branded on every finish line photo for runners to download and share on social media.

- Company logo inclusion in the following digital assets

**Thank you, Movement for Life Physical Therapy!**

- Opportunity to provide promotional item or flyer in registration packets (in person & virtual)
- Social media announcement and advertisements
- Verbal recognition at the start and end of the race

One (1) sponsorship available; logo must be received by August 1, 2022, for inclusion in printed materials.

## WATER STATION SPONSOR

**\$500**

Activate your sponsorship on the course by supporting the runners when they need you most.

- Signage at water station on either 5k or 10k course
- Company logo inclusion in the following digital assets
  - Event websites
  - Event specific participant emails
- Social media announcement and advertisements
- Verbal recognition at the start and end of the race

**Thank you, CCOF, Mujeres Poderosas, Les Schwab Tires, Relation Insurance, & Zenith Insurance!**  
**(One sponsorship still available)**

Six (6) sponsorships available; logo must be received by August 1, 2022, for inclusion in printed materials.

## T-SHIRT LOGO SPONSOR

**\$250**

- Company logo included on 300 t-shirts provided for all runners

Logo must be received by August 1, 2022, for inclusion in t-shirt printing.

## **Invest in the Future**

The California Farmland Trust appreciates your consideration. Partnering with us for the Race to Slow the Pace is an investment in sustainable farming, family farms and the future of our food system. We hope that you will join other supporters who recognize the importance of protecting the farms that feed our communities.

Please do not hesitate to call with any questions, or if you need additional information.

**Sponsor Questions:** Amy Wolfe, [awolfe@cafarmtrust.org](mailto:awolfe@cafarmtrust.org) / 209-499-4091

### **Race to Slow the Pace**

Race Date: Sunday, September 25, 2022 @ 8:30am (time is tentative and may adjust slightly)

Location: Bokisch Vineyards 18921 Atkins Road, Lodi, CA 95240

To learn more: [www.cafarmtrust.org/racetoslowthepace](http://www.cafarmtrust.org/racetoslowthepace)



# Race to Slow the Pace

## Sponsorship Form

- |   |  |
|---|--|
| <input type="checkbox"/> \$5,000 Title Sponsor        | <input type="checkbox"/> \$2,500 Presenting Sponsor      |
| <input type="checkbox"/> \$1,750 Wine Glass Sponsor   | <input type="checkbox"/> \$1,500 Lanyard Sponsor         |
| <input type="checkbox"/> \$1,000 Victory Area Sponsor | <input type="checkbox"/> \$750 Finish Line Photo Sponsor |
| <input type="checkbox"/> \$500 Water Station Sponsor  | <input type="checkbox"/> \$250 T-Shirt Logo Sponsor      |

Contact Name \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

### Payment method:

Check payable to: California Farmland Trust

Please send me an invoice

Credit Card:  Visa  MasterCard  AmEx

Card # \_\_\_\_\_

CVV Code\* \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on credit card \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Signature\*\* \_\_\_\_\_

Date \_\_\_\_\_

\* 3-digit card security code found on the back of the card for Visa and MasterCard or 4-digits on front of card for AmEx.

\*\*I understand my sponsorship must be confirmed and logo received by August 1, 2022 to guarantee inclusion on printed materials.

