



LAFAYETTE

Quest

*unlocking clues to
healthy lifestyles*



2013 Sponsor Opportunities

Make an impact on Childhood Obesity

A community scavenger hunt in Old Town
raising funds for youth scholarships at the
Bob L. Burger Recreation Center





Lafayette Quest

Scavenger Hunt

What is LafayetteQuest?

Lafayette Quest is a **new community event** engaging participants in a fun and exciting activity. Teams of 2-4 will strategize their way through a **traditional scavenger hunt** by following clues, participating in healthy challenges, and utilizing **smart phone technology**. Teams will check in at activity/checkpoint stations and earn points by **performing silly human tricks**. Along the way, teams will uncover additional clues, find QR codes, and take photos to earn extra points. **Prizes** will be awarded to teams who finish first, accumulate the most points, and wear the best uniforms/costumes!

Childhood obesity is at an all-time high. The idea behind Lafayette Quest is to partner with schools, low-income health programs, and community groups to provide access to the Recreation Center for admissions, programs, and classes which in turn will encourage and support active, healthy, lifestyle habits in our community.

How much of my sponsorship will go to youth scholarships? 100 PERCENT of all participants' registration fees will go directly into a fund that will be made available for youth scholarships at the Bob L. Burger Recreation Center. **No less than 80 PERCENT** of all sponsorship dollars will be placed into that same fund. Businesses can take pride in the direct effect you will have to make an impact on the health of youth.

2013 LafayetteQuest

- Saturday, September 28 from 9:00-11:00
- The event will begin and end at the Bob L. Burger Recreation Center
- The scavenger hunt route boundary will include; Baseline to the North, Hwy287 to the West, South Boulder Road to the South, and Public Road to the East.



“The Quest was a really unique event that was fun, informative, and challenging. A great way to get the family to face both mental and physical challenges in a creative, fun, and supportive atmosphere!” ~Dave B. 2012 participant



**100% of Registration Fees
and 80% of Sponsorship Fees
will directly provide scholarships and free
programs to youth at the
Bob L. Burger Recreation Center!**

Presenting Sponsor*

Investment: \$500.00 (Up to \$250 can be used as in-kind prizes upon approval)

- Checkpoint Sponsor (see description below)
- Podium recognition from the MC
- 1 team (teams range from 2 people to 4 people) registration fees waived
- Logo on the event give-away
- 5 sponsored QR codes
- Booth Opportunity at Lafayette Quest opening and closing ceremonies
- Mention in promotional media materials
- Company highlighted on registration website and all promotional materials
- Employee volunteer opportunities
- Logo inclusion on signage at the event

Checkpoint Sponsor*

Investment: \$200 - 10 Available (Up to \$50 can be used as in-kind prizes upon approval)

- The sponsoring business will run a designated checkpoint station along the route
(We can staff your checkpoint for you for an additional \$50)
- “Day-of” signage presence at your checkpoint
- Company name on event giveaway
- Logo inclusion on signage at the event
- 3 sponsored QR codes

Hidden Donation Sponsor*

Investment: \$50 for 3 QR Codes

- Employee volunteer options and input in checkpoint planning
- Input on location/placement of the QR code at your business/ hunt route
- “Day-of” signage presence on hidden donation cards and on app when the QR code scanned.
- Your company’s logo will appear throughout the race when codes are scanned
- Multiple codes can be purchased



**Hidden Donation/
QR Code example**

Sign up as a sponsor by June 28!

Contact: Debbie Wilmot / City of Lafayette / 303/665-5588 x3455 / debbiew@cityoflafayette.com

Volunteer by contacting Karen Snortland / 303-665-0469 / karen@cityoflafayette.com

Register a Team to participate at www.cityoflafayette.com/Quest



Follow the Lafayette Quest on Facebook! www.facebook.com/LafayetteQuest/ScavengerHunt

View photos from 2012! www.cityoflafayette.com/Quest

**Fees may be fulfilled through a variety of methods/participation options. Specific prize donations are needed.*