

## Instructions for Art Runner/Walker/Rider

### Inside Out Community Arts

2210 Lincoln Blvd. Venice CA 90291 P. 310-397-8820 F. 310-398-0863

insideoutmarathon@insideoutca.org [www.insideoutca.org](http://www.insideoutca.org)

Dear Inside Out Runner, Walker or Rider:

**Welcome and thank you** for supporting Inside Out Community Arts by participating in the Los Angeles Marathon, 5K Walk/Run, or Acura L.A. Bike Tour! We are thrilled to have you aboard and pledge that funds you raise will make a positive difference in the lives of at-risk Los Angeles youth.

You should have already registered and paid the L.A. Marathon to secure a slot on Race Day. **No portion of your registration fee goes to Inside Out Community Arts**, but 100% of what you raise from this point on does, so don't forget to be your own sponsor!

*Note: All race logistics, rules, racing bib and parking information must be obtained directly from the Los Angeles Marathon: [lamarathon.com](http://lamarathon.com).*

### Commit to Your Inside Out Participation

**1. Sample Letter** – Send it via email, fax and US Mail to your family members, friends and colleagues. Feel free to rewrite the sample to suit your needs, just make sure you include information regarding sponsoring you on a per mile (or kilometer for the walkers) basis.

**2. Sponsorship Form** - A chart to track your sponsors' pledges and record payments. There is space for up to 17 sponsors, but feel free to duplicate the form if you expect more than that. **YOUR SPONSORS MAY SEND CONTRIBUTIONS VIA YOU OR DIRECTLY TO INSIDE OUT.**

- Please email ([insideoutmarathon@insideoutca.org](mailto:insideoutmarathon@insideoutca.org)) or fax (310-398-0863) this form to us once your pledges have been totaled so we know what to expect.
- We will notify you via email if/when we receive payments directly from your sponsors. We will formally thank your sponsors with a letter that will also be their tax receipt.

**3. Get the Shirt!** - Secure at least 5 sponsors to receive an Inside Out shirt. If you want to wear it for the Marathon, please pick it up at our office before or meet us on Race Day.

**4. Pancake Breakfast** – On Race Day, attend the post-event pancake brunch at THE INTERNATIONAL HOUSE OF PANCAKES located at 5655 Wilshire Blvd – 10am-2pm.

**5. Want to run, walk or bike with other Inside Out supporters?** Visit our website the week prior to the marathon for Inside Out meeting times and locations. This is voluntary.

**6. Sponsor a Youth Participant!** If you are not running, walking or riding, why not sponsor and invite others to sponsor an Inside Out graduate raising funds for other kids to join the program! See Sample Letter #2 below.

*Warm regards and thanks from all of us at Inside Out – especially the kids!*

## SAMPLE LETTER #1 for ARTRIDER, WALKER & RUNNER

<Text options>

Dear Friends & Colleagues,

I've been stuck at my desk waaaay too long! Along with some friends, I'm getting out of the office to <ride my bike, walk or run> on May 25th – joining <15,000 riders, thousands of walkers, or 25,000 runners> for the L.A. Marathon <Acura L.A. Bike Tour, or Emerald Nuts 5K Run/Walk>. In addition to fun, exercise and a unique Los Angeles experience, our group is <riding, walking or running> to raise funds for Inside Out Community Arts ([www.insideoutca.org](http://www.insideoutca.org)), a wonderful nonprofit organization providing free after school programs and services for at-risk youth and families in Los Angeles. Inside Out is an official charity of the Los Angeles Marathon.

I would be thrilled if you would sponsor me. 100% of your contribution will go to supporting Inside Out's programming and you'll get a letter from Inside Out thanking you for your tax-deductible contribution.

Please hit the "Reply" button if you would like to sponsor me for \$2, \$5, \$8, \$10, \$15 or \$20 per mile (or kilometer for walkers) for <riding or running 26 miles, walking 5 kilometers>. I'll send you an email confirming my completion of the event, but feel free to send your check earlier if that is convenient. You may send your check (made out to Inside Out Community Arts) to me and I will forward it, or send it directly to Inside Out (please write my name in the memo space). You can also donate with a credit card by calling Inside Out directly – just let them know you're sponsoring me:

Inside Out Community Arts  
2210 Lincoln Blvd.  
Venice, CA 90291  
Attn. <ArtRider, ArtWalker, ArtRunner>  
310-397-8820

If you would like to join me at the L.A. marathon as a rider, walker or runner to help raise funds for Inside Out, please visit Inside Out ([www.insideoutca.org](http://www.insideoutca.org)) to get instructions– it would be great to have you along!

Either way, thanks for supporting me and an organization that's truly making a positive difference in our community!

Warm regards,

## SAMPLE LETTER #2 to SPONSOR A YOUTH RUNNER, WALKER OR RIDER

<Text options>

Dear Friends & Colleagues,

I am pleased to invite you to join me in a unique effort to support the work of Inside Out Community Arts ([www.insideoutca.org](http://www.insideoutca.org)), a wonderful nonprofit organization providing free after school programs and services for at-risk youth and families in Los Angeles.

Inside Out is an official charity of the Los Angeles Marathon and this year a group of supporters and youth program graduates will be running, walking and riding in the L.A. Marathon to raise funds to provide more kids the opportunity to receive free after-school programs, field trips, camping trips and performances.

This year, for the third year in a row, one of the riders will be Brandon Tillis, a 17-year old Inside Out graduate who says, *"This program has saved my life. I probably would have been in a gang by now if I hadn't joined Inside Out. It makes me feel great to volunteer as a mentor for the younger kids and if riding in the marathon will allow more kids to join the program, I'm there!"*

I would be thrilled if you would join me in sponsoring Brandon or one of the other youth participating in the marathon for Inside Out. 100% of your contribution will go to supporting Inside Out's work and you'll get a letter from Inside Out thanking you for your tax-deductible contribution.

Please hit the "Reply" button and let me know if you would like to sponsor a youth for \$2, \$5, \$8, \$10, \$15 or \$20 per mile x 26 miles. You may send your check (made out to Inside Out Community Arts) to me and I will forward it, or you may send it directly to Inside Out (please write my name in the memo space). You can also donate with a credit card by calling Inside Out directly – just let them know you're my friend:

Inside Out Community Arts  
2210 Lincoln Blvd.  
Venice, CA 90291  
Attn. Marathon  
310-397-8820

Either way, thanks for joining me in supporting an organization that's truly making a positive difference in our community!

Warm regards,

**INSIDE OUT MARATHON SPONSOR FORM – Please Print Legibly, fax completed form to: 310-398-0863  
(Sign up just 5 sponsors, receive a free Inside Out shirt! – We mail or you pick up before May 22)**

Runner/Walker/Rider Name \_\_\_\_\_ School/Org affiliation \_\_\_\_\_

Phone # \_\_\_\_\_ E-mail \_\_\_\_\_

Address \_\_\_\_\_

**Distances for calculation: Runners/Bikers: 26 miles / Walkers: 26 miles or 5 kilometers (your choice of event)**

**SPONSORSHIP LEVELS: \$1 PER MI/KM - \$2 MILE/KM - \$3 MILE/KM - \$4 MILE/KM - \$5 MILE/KM - \$10 MILE/KM**

Sponsor Name	Address	Phone/E-mail address	\$ per mi/km Total			Pd.
			\$	x	\$	
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3.						
4.						
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6.						
7.						
8.						
9.						
10.						
11.						
12.						
13.						
14.						
15.						
16.						
17.						

**MAKE CHECKS TO: INSIDE OUT COMMUNITY ARTS / 2210 LINCOLN BLVD. / VENICE, CA 90291      Total: \$**