

**Safety and Health Foundation, Inc. and DC Speed Track Club**  
*present*

**‘Coach Barry Ross: The Underground Secret of Running Faster’**

On August 19-21, 2011, the Safety and Health Foundation in partnership with DC Speed Track Club will be hosting an event to showcase the groundbreaking training system of Olympian Coach Barry Ross, from San Fernando Valley, CA.

We are looking for local businesses that would like to participate with us as a financial sponsor or contributor of goods and services. Partnering with the business community will enable our organizations to reduce the expense of conducting the clinic and allow for the greatest number of club and community members to participate.

How would you like to get your business involved with an event that brings the following benefits to your local athletic community:

- Reduced risk of injury (a 7 year record of ZERO injuries)
- Increased strength and speed (often doubling strength in ONE season)
- Greater performance and improved energy
- Proven, research based practices
- 30 years of experience taking championship athletes to their highest potential

The training showcase will attract track and field athletes from all over the area, along with their coaches, trainers, parents and fans.

Ticket sales are expected to exceed 300, with age specific events targeting youth runners 10-17, high school and college athletes 17-24, and master runners over the age of 24.

Please review the attached sponsorship information to find out how your company can align itself with this event.

All sponsorships are tax-deductible and go towards bringing some powerful information into our community--along with scholarships for those athletes who could not otherwise afford to attend. We thank you for your support health and excellence and look forward to increasing business between you and our members!

Sincerely,

Jay Jacob Wind

CEO, Safety and Health Foundation, Inc.

(703) 927-4833

*The level of sponsorship are as follows:*

**Sprinting Sponsor: \$3000.00**

- Recognized as the Title sponsor of event
- Opportunity to be master of ceremony of event
- Signage at event (provided by sponsor)
- Exhibit table at event
- Recognition on all marketing materials
- Full page Ad in program
- Logo on website
- 20 Scholarships issued in your company's name
- Your promotional item distributed at event

**Endurance Sponsor: \$1000.00**

- Signage at event (provided by sponsor)
- Exhibit table at event
- Recognition on all marketing materials
- Full page Ad in program
- Logo on website
- 10 Scholarships issued in your company's name
- Your promotional item distributed at event

**Strength Sponsor: \$500.00**

- Signage at event (provided by sponsor)
- Recognition on all marketing materials
- Full page Ad in program
- Logo on website
- 5 Scholarships issued in your company's name
- Your promotional item distributed at event

**Technique Sponsor: \$250.00**

- Recognition on all marketing materials
- Half page Ad in program
- Logo on website
- 1 Scholarship issued in your company's name
- Your promotional item distributed at event

**Contributor: 100.00**

- Your promotional item distributed at event
- Double Business Card Ad in Program

**Advertiser: \$50.00**

- Business Card Ad in Program

**In-kind sponsor:**

- Donation of goods and services

## Sponsorship Response Form

Please check the appropriate level:

- Sprinting Sponsor**      \$3000.00
- Endurance Sponsor**      \$1000.00
- Strength Sponsor**      \$500.00
- Technique Sponsor**      \$250.00
- Contributor**      \$100.00
- Advertiser**      \$ 50.00
- I will provide \_\_\_\_\_ as in-kind sponsorship.**

Make your tax-deductible check payable to Safety and Health Foundation, Inc.

**Contact Person:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, ZIP** \_\_\_\_\_

**Phone:** \_\_\_\_\_      **Fax:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**E-mail Address:** \_\_\_\_\_

To include your promotional items, send by August 9, 2011 to  
**Jay Jacob Wind 611 S. Ivy St. Arlington, VA 22204**

Please fax this form to (703) 505-3567 or mail it to the above address.

Call Jay Wind at (703) 927-4833 with your questions. Sponsorship levels are flexible and can be tailored to the marketing objectives of your company.

**Thank you!**

## OVERVIEW OF EVENTS:

At Cosi Restaurant, 1701 North Lynn Street, Arlington VA  
Friday, August 19, 9:30 AM-11:00 AM: Coaches' Coffee, by invitation (seating for 25 participants)

Free

At (location to be announced)  
Friday, August 19, 1:00 PM-4:00 PM: Book signing "Underground Secrets to Faster Running" (open to everyone)

Free

At Walter Reed Community Center, 2909 16th Street South, Arlington VA  
Friday, August 19, 6:00 PM-9:00 PM: Introduction to Olympic-Level Coaching Techniques (seating for 100 participants)

\$15 for adults, \$10 for students up to 12th grade, paid in advance by August 1

\$20 for adults, \$15 for students up to 12th grade, paid in advance by August 15

\$25 for adults, \$20 for students up to 12th grade, paid in advance by August 18

(no ticket sales on site)

Saturday, August 20, 9:00 AM-12 noon: Applying Olympic-Level Coaching Techniques (seating for 100 participants)

\$15 for adults, \$10 for students up to 12th grade, paid in advance by August 1

\$20 for adults, \$15 for students up to 12th grade, paid in advance by August 15

\$25 for adults, \$20 for students up to 12th grade, paid in advance by August 18

(no ticket sales on site)

Saturday, August 20: 12:15 PM-1:15 PM: Coaching Young Athletes (seating for 25 participants)

\$10 for adults, \$5 for students up to 12th grade, paid in advance by August 1

\$15 for adults, \$10 for students up to 12th grade, paid in advance by August 15

\$20 for adults, \$15 for students up to 12th grade, paid in advance by August 18

(no ticket sales on site)

Saturday, August 20: 1:30 PM-2:30 PM: Coaching High School Athletes (seating for 25)  
\$10 for adults, \$5 for students up to 12th grade, paid in advance by August 1  
\$15 for adults, \$10 for students up to 12th grade, paid in advance by August 15  
\$20 for adults, \$15 for students up to 12th grade, paid in advance by August 18  
(no ticket sales on site)

Saturday, August 20: 2:45 PM-3:45 PM: Coaching Adult Athletes (seating for 25)  
\$10 for adults, \$5 for students up to 12th grade, paid in advance by August 1  
\$15 for adults, \$10 for students up to 12th grade, paid in advance by August 15  
\$20 for adults, \$15 for students up to 12th grade, paid in advance by August 18  
(no ticket sales on site)

Saturday, August 20: 4:00 PM-5:00 PM: Coaching Senior (55+) Athletes (seating for 25)  
\$10 for adults, \$5 for students up to 12th grade, paid in advance by August 1  
\$15 for adults, \$10 for students up to 12th grade, paid in advance by August 15  
\$20 for adults, \$15 for students up to 12th grade, paid in advance by August 18  
(no ticket sales on site)

"Season Ticket" to all sessions

\$40 for adults, \$30 for students up to 12th grade, paid in advance by August 1  
\$45 for adults, \$35 for students up to 12th grade, paid in advance by August 15  
\$50 for adults, \$40 for students up to 12th grade, paid in advance by August 18  
(no ticket sales on site)

At Falls Church High School

Sunday, August 21: 8:30 AM - 1:00 PM

All-Comers Track Meet conducted by Potomac Valley Track Club

***The mission of Safety and Health Foundation is to conduct athletic events, educational events, and training programs; to grant certificates of completion and certifications of competencies; and to assemble and publish data and educational materials on safety and health practices.***

## COACH BARRY ROSS

Barry has coached at both the high school and community college level. He worked with head coach Tommie Smith, 1968 Olympic champion in the 200 meters and with Pam Spencer Marquez, 3 time Olympian and head coach of the U.S. Women's team participating in the Friendship Games in Sao Paulo, Brazil in 1999 and head coach of the U.S. Women's team in the World indoor championships in Great Britain, 2003. Barry trained participants in each of those events.

Barry has coached:

- World's fastest 200m runner in 2003 (at age 17)
- World women's indoor sprint champion and outdoor runner up
- World junior 100m champion and multiple runner up
- World junior gold medal/world record 400m relay member 2006
- Multi-year high school national and state champion
- Multiple national and state record holder
- 3 top 3 national track and field athletes
- 5 all-time top 10 California marks from 3 track athletes
- 10 California state meet medalists

Barry was a member of the contract negotiating teams for several professional athletes in the NBA and NHL. In addition, he has negotiated a number of national marketing and advertising contracts on behalf of individuals and national and international corporations.

*"...being a 3 time Olympian and former American record holder, I recognize a quality coach and I can say without a doubt that Mr. Ross is one of the best coaches I have ever encountered. His continuing research and willingness to adapt his program to current research makes his program one of the best in the nation."*

Pamela Spencer Marquez, Secretary, USA Track & Field