

PowerBar Signs as In-kind Sponsor for Santa to the Sea Half Marathon

Written by Australian Business

OXNARD, CA, October 04, 2013 **/24-7PressRelease/** -- Santa to the Sea Half Marathon announces that PowerBar has signed on as an in-kind sponsor and will donate protein bars and energy gels for runners on the course and at the Finish Line Festival. Other sponsors of the December 8 event include the Port of Hueneme, Premier TV, Dole, Jersey Mikes, and The Collection at RiverPark, among others.

"Nearly 3,500 people take part in our race events - the half marathon, two-person relay race, 5K run and 1K kids run - and we expect some 5,000 supporters to be at the Finished Line Festival to experience the event and celebrate the runners as they finish," said race founder and organizer Mike Barber. "We're fortunate to have such strong business support and community participation in the race."

Sponsorships support the event's efforts to raise funds for Oxnard College scholarships and local nonprofit partners. Event proceeds will also fund the organization's 10th annual Toy Drive & Giveaway, set for Saturday, December 14 at Santa Park in Oxnard.

All Santa to the Sea races start at 8 a.m. The half marathon begins at the giant Santa located at 2801 Ventura Blvd., Oxnard, and ends at the Marine Emporium Landing in Channel Islands Harbor. The 5K and 1K Kids Fun Runs start and finish at the Marine Emporium Landing. All participants must register before the race; there is no race-day registration. Runners can register online at <http://www.santatothesea.com>.

Sponsorship packages are still available and offer a wide range of benefits, including exclusive naming rights to event venues, activities and race components. Packages also include online and print marketing, custom promotions, race start and finish announcements, e-newsletter mentions, VIP tickets, onsite marketing, goodie bag inserts, liberal logo branding and more. Sponsorship levels and event details are available online at <http://www.santatothesea.com>.

For more information about sponsorships, please contact Marty Lieberman at (818) 512-5892 or marty@liebermanconsulting.net.

Santa to the Sea is a nonprofit event borne out of a desire to give back to the community. What started in 2003 as a toy drive to celebrate the relocation of the world's largest Santa Claus from Carpinteria to Oxnard, has grown into a robust running event, toy drive, and community fundraiser. Santa to the Sea includes a sanctioned half marathon and a 2-person half marathon relay, plus 5K run and 1K kids fun runs. The Santa to the Sea Scholarship Fund partners with

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the Oxnard College Foundation to award \$500 scholarships to local high school students and adults continuing their education at Oxnard College.