LIVE OAK INTERNATIONAL 5K • FEBRUARY 28TH, 2016

9 - STEPS TO FABULOUSLY SUCCESSFUL FUNDRAISING! • $100,000 GOAL

NAMI Florida
National Alliance on Mental Illness

Live Oak International & Palm Chevrolet have partnered to help fund raise for NAMI Florida with a Central FL 5k race. Our work, together with the members of NAMI Florida, will bring hope & recovery to our neighbors across Florida. Let's get started!

LIVE OAK INTERNATIONAL INAUGURAL 5K PRESENTED BY: PALM

DATES TO KNOW!:

NOVEMBER 2015:
- 11/1 Sponsors will receive the greatest brand exposure when they signup by this day.
- 11/27 Register for the 5k by this date for $25.

JANUARY 2016:
- 1/15 Sponsor payments, contracts, & all materials are due by this day. After this date, fulfillment of Sponsorship Package amenities cannot be guaranteed
- 1/22 Register for the 5k by this date for $30

FEBRUARY 2016:
- 2/1 Register to volunteer or participate in the 5k by this date to guarantee your shirt in the size you've selected
- 2/23 Register for the 5k by this date for $35
- 2/24 Register for the 5k up to Race Day for $50
- 2/20 Volunteer Captain Meet-Up Day
- 2/26 Early Packet Pickup at Palm Chevrolet 8:30a – 6:30p
- 2/27 Early Packet Pickup at The Runner's Pace 12:00n – 5:00p
- 2/28 5k Race Day
  - 6:a - Volunteers report
  - 6:30a Gates open for Ticket sales, Packet Pickup, & 5k Race Registration ($50)
  - 7:45a 5k Race Registration ends
  - 8:a Race Starts
  - 8:30a "Palm Chevrolet Runner's Village" opens
  - 9:a 5k Race Awards Ceremony starts
  - 9:15a 5k Course closes

Find The Latest Updates & News:
LiveOakInternational.com/5k

Follow These 9-simple Steps & Become A Powerful Part Of Raising $100,000!

STEP #1: Nominate A Fundraising Captain For Your Board:

- This person will be the main contact with NAMI Florida and report:
  - Selected members of fundraising team
  - Fundraising goal
  - Monthly Progress Status of Sponsorships and fundraising
  - If more marketing materials are needed
  - Provide completed Sponsorship Contracts and payments
  - Ensure all Sponsors have provided any materials and artwork by the deadlines to ensure their receipt of Sponsorship amenities.

STEP #2: Build a Fundraising Team for your affiliate group

- Select other NAMI members, friends, and family that want to help
  - We recommend a minimum of 5 people. The more people, the more powerful results.
  - Determine which team members will perform the following tasks:
    - Contracts: Review each contract to ensure it is complete, signed, dated, paid in full.
    - Sponsorship Fulfillment: Ensure that each sponsor has provided their artwork and any bag stuffers by the required date. Or, if they are not going to take advantage of their packages amenities, which items?
    - Strategy: Follow the progress of each Team Member and be the steady drumbeat for the mission. Ensure a steady stream of emails, social media posts, prospective Sponsor follow-up, and help with ideas of how to spread the word.
    - Community: Reach out to local running and fitness clubs about team participation and sponsorships.

STEP #3: Set A 1st Fundraising Group Meeting Date Right Away

- As of October 1st 2015, we only have 3-½ months to fundraise
- Your 1st meeting should be within 10-days to ensure your group hits the ground running!
- Hold regular Fundraising Team meetings to stay on track
- Have a plan for each meeting and be sure to have an agenda of what you hope to accomplish at each meeting.
- Before each meeting concludes, have a plan with goals & specific tasks each person will have completed BEFORE the next meeting date. Then, plan to report your results at the next meeting. This effort will help to keep the team on track & accountable for its results.

How Many Times Before The Next Meeting You Will…
- Contact your list of Sponsors… (maybe choose specific targets)
- Reach out to friends/family/co-workers to talk about your fundraising
- Send emails, post on social media, make calls, write letters, etc.
- Share the LOI5k FaceBook & Fundraising pages

STEP #4: Determine A Goal For Your Affiliate Based On Your Circle Of Influence

- To determine what's possible, first have each Team Member create a list of your circle of influence.
  - prospective Sponsors made up of stores you frequent and large industry in your area
  - The Mental Health field: hospitals, counseling centers, therapists, psychiatrists, ect.
  - People of influence that have an interest in the wellbeing of your community: CEOs, Political figures, celebrities.
- Each Teammate should determine their individual goal and then add it to the Team's goal to determine your board's total target goal.

STEP #5: Know The NAMI Florida Facts

- It will be easier to attract Sponsors when you can explain the importance of what NAMI Florida does, the impact of Mental Illness on individuals, their family, and your local community.
  - Visit and read the "Benefiting Charity" section of the LOI5k event page: **LiveOakInternational.com/5k/Benefactor**
  - Download the PDF and read "**Mental Health Facts: Children and Teens**"
  - Download the PDF and read "**Mental Health Facts: In America**"

STEP #6: Learn About The Live Oak International 5k Event

- It will be easier to attract Sponsors and 5k Participants when you can speak easily about what makes the Live Oak International 5k, a central Florida 5k race, special and why it matters to them.
- Visit and read the "5k Race Information" section of the event page: **LiveOakInternational.com/5k/5k-Race-Information**
  - Larger organizations will enjoy having their brand associated with an event that is being talked about across the ENTIRE state of Florida. Early sponsorships guarantee the largest exposure.
  - Smaller organizations that are not local to the event will Sponsor because NAMI FL does work to support a cause that affects their home town and local community. They may also have a service that is offered outside of your local area and are interested in spreading the word about their company.
  - Local franchises may be able to get the help of their larger corporation to help pay for their sponsorship
  - Sponsors that purchase Ribbon packages valued at $1000 or more will have the opportunity to promote their products and services to all 5k event participants in "**Palm Chevrolet's Runner's Village**" This large post-race expo is made up of individual white tents that 5k participants will visit after the race. Plus, sponsors will get the added bonus of reaching the thousands of Guests that attend the Live Oak International combined Driving and Show jumping event throughout the afternoon.
- It will be easier to attract 5k Participants when you can speak easily about what interests them:
  - Runners from across the state will be attracted to the LOI5k event because of the large prizes that are up for grabs, the unique course, the unusually large list of perks and "swag" for each runner, and a large post race celebration. These great race amenities are normally associated with larger races such as half marathons with 20,000+ running participants. So, we're going to WOW participants with quality.
- The Live Oak International 5k is also part of the Big Hammock Race Series
  - The BHRS is a 7-race series running series that is being heavily promoted in Ocala Florida as well as the surrounding counties.
  - The LOI5k is the 5th race in the series
  - Series participants must run the LOI5k in order to receive a sought after medal for the series
  - Being a part of the BHRS increases the LOI5k increases the likelihood of commitment to participate

STEP #7: Learn About The Live Oak International 5k Sponsorship Packages

- It will be easier to speak to sponsors about the opportunities that are available to them once you are comfortable with the various packages and associated paperwork.
- Visit and read the "5k Sponsorship Opportunities" section of the event page: **LiveOakInternational.com/5k-Sponsorship-Opportunities**
  - Download the PDF and read "**2016 Live Oak International 5k Sponsorship Opportunities**"
  - Download the PDF and read "**2016 Live Oak International 5k Sponsorship Contract**"
- Printed copies of the above PDFs have been sent to your local board by NAMI Florida They are available to answer any questions if you are unclear about their content.

STEP #8: Start Spreading The Word Now!

- Reach out to prospective Sponsors right away!
  - Most companies will have a budget they adhere to when considering sponsorships.
  - It is important to contact potential sponsors as soon as possible to be considered in their plans
  - You will likely have to reach out 6 times before you get a YES!
  - Don't let lack of a response discourage you! It is a normal part of the process.
  - Don't be afraid to ask for a specific sponsorship package! If you are off-base, ask what a more appropriate package for their company would be?
  - Cold call, set meetings, send email, and only leave paperwork behind once you have identified the true sponsorship decision maker.
  - To receive the most impact, Sponsors should complete their paperwork and submit payment by 11/1/15.
- Direct friends and family to the fundraising page
- Reach out to prospective Friends and Family Members right away!
  - All donations should be made via the event's YouCaring Fundraiser Page: **YouCaring.com/NAMIflorida**
  - Start talking about the LOI5k event that you are a part of in conversations with friends, co-workers, and family sharing that our fundraising goal is 100,000 for NAMI Florida!
  - Tell people that you will email them a link about the event and the fundraising page so they can learn more.
  - Send personal emails about why NAMI Florida is important to you, including a fundraising link.
  - Continue to send updates and your story as it will likely take up to 6-contacts to receive a donation.
  - Donations of $10, $125, $50, and $100 dollars add up very quickly! Multiply those donations by every Fundraising committee member's circle of influence, times 29-Boards across Florida… The potential is staggering!
- Use the power of Email & Social Media: FaceBook, Twitter, LinkedIn, etc..
  - Like the Live Oak International 5k FaceBook page: Facebook.com/LiveOakInternational5k
  - Share the Live Oak International 5k FaceBook page with your friends
  - Ask your friends to also LIKE and SHARE the Live Oak International 5k FaceBook page
  - Let your Social Media friends know you are fundraising, ask for their support, include the fundraising link.
  - This effort alone will move mountains in spreading the word. You will learn how many people's lives have been affected by Mental Illness.
  - Add the event info to your email signature:
    Live Oak International 5K • Ocala, FL
    February 28, 2016 • to benefit NAMI Florida!
    Big Hammock Race Series - Race #5
    Like Us: facebook.com/LiveOakInternational5k
    Join Us: liveoakinternational.com/5k
- Reach out to prospective Participants right away!
  - Visit local gyms, running clubs, fitness stores and make sure they know about the event.
  - Ask them to share the event with their members
  - Make sure you let them know why the event is worth the trip if they are not local
  - Ask them to share the event on their FaceBook and other Social Media pages
  - Ask them to build a team to participate
  - Ask them to add the 5k race to their calendar of events.

STEP #9: Find Great Tips For Fundraising And Building Sponsorships

- Visit the YouCaring website for lots of great ideas and tips about how to fundraising by visiting:
  - **YouCaring.com/Fundraising-Ideas**
  - **YouCaring.com/blog**

#IAmStigmafree

2016 Inaugural Live Oak International 5k

Sunday • February 28th, 2016 • LiveOakInternational.com/5k

Become a part of this special event that will be heavily promoted & talked about across the entire state of Florida! Sponsorships available now!

LIVE OAK INTERNATIONAL
INAUGURAL 5K
PRESENTED BY: PALM

SUPER RACE

Contact Your Local NAMI Rep. To Support This Special Statewide Event!

BIG HAMMOCK Race Series

THE LIVE OAK INTERNATIONAL 5K is Race #5 & a SUPER RACE in the BHRS!
RUN THIS RACE TO COMPETE FOR **DOUBLE POINTS!**

GRAND CHAMPION Sponsorship ... $20,000

1. Exclusive Branded Ownership of the 2016 Live Oak International 5k Mylar Blanket
2. NAMI Florida sponsorship gratitude:
   - Exclusive Gift personalized for your organization, presented by NAMI FL Board Member
   - NAMI Florida promotion of your organization to each local NAMI affiliate across the state of Florida
   - NAMI Florida invitation to a local NAMI Affiliate of your choice for a special event
   - Social Media promotion by NAMI Florida
3. Exclusive on course 10' x 10' white VIP tent supplied for your 5k race & Live Oak Venue viewing pleasure
4. Opportunity to speak from the podium
6. Exclusive Water Table Sponsor
7. Palm Chevrolet Runner's Village Tent: we supply a 10' x 10' white tent with [1] 8' table & [2] chairs
8. Your Logo Exclusively displayed on the SLEEVE of the Race Shirt
9. (1) 8'w X 3'h Vinyl Banner placed on the race route, artwork & print supplied by you.
10. Prominent logo &/or company name on LOI 5k promotions & publicity including: print ads, press releases, race applications, & social media
11. Hyperlink to your website from the LiveOakInternational.com 5k Sponsor's page
12. PA Mentions during the 5k race event
13. Company branded promotional items inserted into runner bags
14. [20] free race entries for your team
15. Your Company Logo displayed prominently at the TOP of the Sponsors wall.

BLUE Ribbon Sponsorship ... $15,000

1. Exclusive Branded Ownership of the 2016 Live Oak International 5k Race Bag
2. NAMI Florida sponsorship gratitude:
   - Exclusive Gift personalized for your organization, presented by NAMI FL Board Member
   - NAMI Florida promotion of your organization to each local NAMI affiliate across the state of Florida
   - NAMI Florida invitation to a local NAMI Affiliate of your choice for a special event
   - Social Media promotion by NAMI Florida
3. Opportunity to speak from the podium
4. Palm Chevrolet Runner's Village Tent: we supply a 10' x 10' white tent with [1] 8' table & [2] chairs
5. Your Logo prominently displayed on the TOP BACK of the Race Shirt
6. (1) 8'w X 3'h Vinyl Banner placed on the race route, artwork & print supplied by you.
7. Prominent logo &/or company name on LOI 5k promotions & publicity including: print ads, press releases, race applications, & social media
8. Hyperlink to your website from the LiveOakInternational.com 5k Sponsor's page
9. PA Mentions during the 5k race event
10. Company branded promotional items inserted into runner bags
11. [15] free race entries for your team
12 Your Company Logo displayed prominently at the TOP of the Sponsors wall.

NAMI Florida
National Alliance on Mental Illness

#IAmStigmaFree

The 5k Race profits are proudly given to NAMI Florida who provides oversight and support to 29 local organizations throughout Florida, one of which is Ocala's own NAMI Marion County. Your participation in this 5k event compassionately funds their grassroots efforts which include advocacy work as well as FREE support and educational programs for Florida families and individuals who are coping with mental illness.

An early commitment, along with submitting a signed & paid sponsor contract by 11/1/15, will ensure the maximum exposure to all pre-race events & inclusion in print advertising & collateral materials. The race flyer will be distributed to running shops, businesses & health clubs across the entire state of Florida. All payments, contracts, & logos are due by 1/15/16.

RED Ribbon Sponsorship ... $10,000

1. Exclusive Ownership of the 2016 Live Oak International 5k 12oz Drinking Glass
2. Palm Chevrolet Runner's Village Tent: we supply a 10' x 10' white tent with [1] 8' table & [2] chairs
3. Exclusive "This Mile Was Brought To You By:" Mile Marker Sponsorship
4. Your Logo prominently displayed on the BACK of the Race Shirt
5. (1) 8'w X 3'h Vinyl Banner placed on the race route, artwork & print supplied by you.
6. Prominent logo &/or company name on LOI 5k promotions & publicity including: print ads, press releases, race applications, & social media
7. Hyperlink to your website from the LiveOakInternational.com 5k Sponsor's page
8. PA Mentions during the 5k race event
9. Company branded promotional items inserted into runner bags
10. [12] free race entries for your team
11. Your Company Logo displayed prominently at the TOP of the Sponsors wall.

YELLOW Ribbon Sponsorship ... $5,000

1. Palm Chevrolet Runner's Village Tent: we supply a 10' x 10' white tent with [1] 8' table & [2] chairs
2. Your Logo prominently displayed on the BACK of the Race Shirt
3. (1) 24"w X 12"h Sign placed on the race route, artwork & print supplied by you.
4. Prominent logo &/or company name on LOI 5k promotions & publicity including: Race Applications & social media
5. Hyperlink to your website from the LiveOakInternational.com 5k Sponsor's page
6. PA Mentions during the 5k race event
7. Company branded promotional items inserted into runner bags
8. [8] free race entries for your team
9. Your Company Logo displayed on prominently on the MIDDLE of the Sponsors wall.

WHITE Ribbon Sponsorship ... $2,500

1. Palm Chevrolet Runner's Village Tent: we supply a 10' x 10' white tent with [1] 8' table & [2] chairs
2. Your Company Name displayed on the BACK of the Race Shirt
3. Prominent logo &/or company name on LOI 5k promotions & publicity including social media
4. Hyperlink to your website from the LiveOakInternational.com 5k Sponsor's page
5. PA Mentions during the 5k race event
6. Company branded promotional items inserted into runner bags
7. [8] free race entries for your team
8. Your Company Name displayed on the Sponsors wall.

PINK Ribbon Sponsorship ... $1,000

1. Palm Chevrolet Runner's Village Tent: we supply a 10' x 10' white tent with [1] 8' table & [2] chairs
2. Social media publicity
3. Company branded promotional items inserted into runner bags
4. [4] free race entries for your team
5. Your Company Name displayed on the Sponsors wall.

GREEN Ribbon Sponsorship ... $500

1. Social Media publicity
2. [2] free race entries for your team
3. Your Company Name displayed on the Sponsors wall.

PURPLE Ribbon Sponsorship ... $250

1. Social Media publicity

BROWN Ribbon Sponsorship ... Under $249

1. The heartfelt joy that comes from lending a hand to a worthwhile cause

The 2016 Inaugural Live Oak International 5k

RUN WITH THE CHAMPIONS!

Sunday • February 28th, 2016

FIND DETAILS & Register online TODAY!

LiveOakInternational.com/5k

The 2016 Inaugural Live Oak International 5k Race will be an event to remember! This exciting, well manicured, clearly marked, & scenic course on a legendary estate awaits you! You'll run where equestrian champions from around the world come to compete. Whether it's the beauty of the course, the incredible prizes, or joining to support a cause that's dear to your heart, this event is a must attend run/walk 5k!

We're also proud to promote that the Live Oak International 5k is the 5th race in the Big Hammock Race Series. The LOI 5k is designated as one of the four "Super Race" events, which awards coveted double points to participants in this well publicized, 8-month Central Florida, seven race series.

Plus, incredible prizes will be awarded to the Top 3 Male & Top 3 Female winners of the LOI 5k! These highly sought after spoils will make the Live Oak International 5k a destination race for competitive runners across Florida & from nearby states. Stay tuned for prize reveals as the race draws near!

All 5k participants will receive a ticket into the Live Oak International Combined Driving and Show Jumping event that immediately follows the 5k! You'll enjoy world class competition at its finest, activities and fun for the kids, shopping, a variety of dining options, & much more right after the race! Additional tickets for your friend and family cheering squad are available for purchase at the gate.

2016 Inaugural Live Oak International 5k

Sunday • Feb. 28th, 2016 • LiveOakInternational.com/5k

LIVE OAK INTERNATIONAL INAUGURAL 5K

PRESENTED BY: PALM

An early commitment, along with submitting a signed & paid sponsor contract by November 1st, 2015, will ensure the maximum exposure to all pre-race events & inclusion in print advertising & collateral materials. Race flyers & digital promos will be distributed to running shops, businesses, health clubs, & more across the entire state of Florida! All logos, banners, signs, contracts, & payments are due by January 15th, 2016.

1 SPONSOR CONTACT: Full Name: _____

Organization: _____ Title: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: ____ - ____ - ____ Email: _____

2 NAMI CONTACT: Provide your local NAMI Representative's info if applicable.

Full Name: _____

Phone: ____ - ____ - ____ Email: _____

NAMI Affiliate Location: _____

3 SPONSORSHIP: Please select the package that you have selected.

- ❑ GRAND CHAMPION Sponsorship... $20,000
- ❑ BLUE Ribbon Sponsorship..... $15,000
- ❑ RED Ribbon Sponsorship..... $10,000
- ❑ YELLOW Ribbon Sponsorship..... $5,000
- ❑ WHITE Ribbon Sponsorship..... $2,500
- ❑ PINK Ribbon Sponsorship..... $1,000
- ❑ GREEN Ribbon Sponsorship... $500
- ❑ PURPLE Ribbon Sponsorship.. $250
- ❑ BROWN Ribbon Sponsorship... Any amount Under $249) $_____

4 DECLINE FEATURES: Help us to effectively utilize fundraising resources for NAMI Florida. If you are **NOT** taking advantage of some item(s) in your sponsorship package, please check the features below that you will **NOT** use. Sharing your plans will help us to better manage event spending, avoid wasting resources, and raise more money for NAMI Florida!

- ❑ Runner's Village Tent expo w/ table & chairs
- ❑ Logo/Name on Race Shirt
- ❑ 8'w X 3'h Banner on race route
- ❑ Logo/name on LOI 5k promotions, publicity, & Sponsor's page
- ❑ Hyperlink from the LOI 5k Sponsor's pg.
- ❑ PA Mentions during the 5k race event
- ❑ Promotional items inserted into runner bags
- ❑ _____# Free race entries for your team
- ❑ Company Logo displayed on Sponsors wall
- ❑ 2016 LOI 5k Mylar Blanket
- ❑ 2016 LOI 5k Race Bag
- ❑ 2016 LOI 5k 12oz Drinking Glass
- ❑ Personalized Gift presented by NAMI
- ❑ Promo of your company to each local NAMI affiliate across the state of FL
- ❑ Invite to local NAMI Affiliate special event
- ❑ Social Media promotion by NAMI Florida
- ❑ On course 10' x 10' VIP tent
- ❑ Opportunity to speak from the podium
- ❑ Exclusive Water Stop Table Sponsor

❑ Thanks, I have read the details of my package and **WILL** use all of the included items.

5 CHECK: Mail a check payable to "**Palm Chevrolet LOI5k**" with this completed, signed, & dated Sponsorship Agreement postmarked by January 15th, 2016:
Palm Chevrolet • Attn: Karen Donnelly • 2300 SW College Rd • Ocala, FL 34471

CREDIT: To ensure the safety of your credit card info, **DO NOT MAIL** this form to pay via credit/debit. Instead, fax to Palm Chevrolet's Acct. Dept. 352-671-2682 by 1/15/16.

Amount: $_____ Name On Card: _____

Billing Street: _____

City: _____ State: _____ Zip: _____

❑ Visa ❑ MasterCard ❑ Amex Card #: _____

Code: _____ Exp: ____/____ Signature: _____

6 I have read & agree to the terms of this Sponsorship Agreement Contract: →

Visit LiveOakInternational.com/5K for printable rules, detailed event day setup, & Sponsor instructions.

Authorized Signature: _____ **Date:** ____/____/____

SPONSORSHIP AGREEMENT TERMS:

This Agreement is entered into between Live Oak International 5K (THE EVENT) & THE SPONSOR with reference to the following:

Term: This Agreement shall be effective from the date first set forth at signature of agreement, through the EVENT completion at the end of the day February 28, 2016.

Licensed Marks: EVENT will grant SPONSOR a limited, non-exclusive sub-license to use the "Live Oak International 5k" name & logo solely for the purpose of promoting the EVENT during the term of this Agreement. SPONSOR shall not sub-license or transfer the use of the "Name or Logo" to any person or entity without the prior written consent of EVENT. SPONSOR will present EVENT, for its approval, any item or material that uses or refers to the EVENT. SPONSOR grants, a limited, non-exclusive license to EVENT to use Sponsor's name, logo, service marks & trademarks solely for the purpose of including SPONSOR in listings & descriptions of the EVENT sponsors during the Term of This Agreement. EVENT, shall not sub-license, transfer or assign the use of the SPONSOR Licensed Marks to any person or entity without the prior consent of SPONSOR.

Sponsor/Benefits Payment: SPONSOR shall receive the SPONSOR benefits set forth in this brochure as part of this Agreement. SPONSOR shall pay its CASH SPONSORSHIP DONATION DUE AT TIME OF CONTRACT SIGNING. Failure to pay any portion of the sponsorship donation on or before the due date shall result in the forfeiture of Sponsor's sponsorship rights. EVENT requires SPONSOR to provide written documentation to support the value of in-kind donation prior to accepting such donations as credit towards SPONSOR'S sponsorship donation.

Sponsorship Features: I, as the representative of the SPONSOR, understand full payment, logo, & camera ready artwork must be received at the address listed below at signing of contract on or before the 1/15/16 deadline to receive full benefit on all amenities. If I decline amenities in this agreement, I am waiving the right to the benefit & am no longer entitled to receive them at a future date. I have read, understand & agree to the terms & conditions.

Event Cancellation: EVENT will be held rain or shine on Sunday, February 28th, 2016. Neither SPONSOR nor EVENT shall be responsible for damages that result in delays or postponements of the EVENT due to circumstances beyond their reasonable control. In the event that the EVENT does not take place, SPONSOR'S sponsorship fee as set forth above shall be treated as a donation to EVENT, with profits going directly to NAMI Florida, & shall not be refunded.

Relationship Entire Agreement: The parties in this agreement have no legal relationship other than as contracting parties to this Agreement. This Agreement represents the entire agreement between parties & supersedes any prior understandings or agreements.

Indemnity: Each party agrees to indemnify & hold harmless from against any & all expenses, including reasonable attorney's fees, that the other party incur by reason of any claim arising out of the indemnifying party's negligence, intentional misconduct, performance or failure to perform pursuant to this Agreement, or any service or product sold or provided by the indemnifying party in connection with the EVENT. All individuals provided by or associated with SPONSOR who perform services at the race event shall perform such services at the direction of, under the supervision & control of, & for the benefit of the SPONSOR. Such individuals shall not perform such services on behalf of the EVENT, & shall not be agents or representatives of EVENT. SPONSOR shall be responsible, as between SPONSOR & EVENT, for any injuries or damages caused by or to said individuals. The SPONSOR expressly releases & discharges the EVENT from any & all liabilities, loss, injury, & damages to either persons or property that may be sustained on or about the premises or in connection with said commercial exhibit. The responsibility for safety & security of the commercial exhibit & its contents are the responsibility of the SPONSOR occupying the space.

Release Indemnity: For the purposes hereof, the "Released Parties" are Live Oak International, The Weber year 2001 Rev Trust, Weber Charlotte C TR, Live Oak Stud Inc., Live Oak Plantation Combined Driving Inc., Palm Chevrolet, Inc., NAMI Inc., NAMI Florida Inc., Marion County FL, Milestone Race Authority, United Way of Marion County, & without limitation, each their respective parent, subsidiary, affiliated or related company's officers, directors, employees, agents, contractors, sub-contractors, representatives, successors, assigns, event sponsors & volunteers of each of the foregoing entities.

Governing Law: The actual conduct & management of the show is governed by the Live Oak International Committee to which all matters of business & any disputes shall be directed & which has sole authority to resolve any & all such matters. The EVENT reserves the right, in any matter of disagreement, to return any fees paid by the SPONSOR & thereby discharge completely its obligation under this contract. This Agreement shall be governed by the laws of the State of FL. The SPONSOR agrees to comply with all local, state, & federal statutes & regulations pertaining to activities of this nature, as well as Rules & Procedures of the EVENT.

Event Race Expo: The EVENT will, at its sole discretion, select exhibit locations, assign individual spaces to the SPONSOR & make changes thereto. The SPONSOR will not assign, share, sublet or transfer any portion of his assigned space. SPONSOR agrees to review & adhere to all rules regarding expo display, setup, & teardown guidelines.

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Sun. • Feb. 28th, 2016 • 8:a Chip Start
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SUPER RACE
BIG HAMMOCK Race Series

THE LIVE OAK INTERNATIONAL 5K is Race #5 & a SUPER RACE in the BHRS!
RUN THIS RACE TO COMPETE FOR **DOUBLE POINTS!**

REGISTER TODAY!: LiveOakInternational.com/5k
Register EARLY & save! Your shirt size is guaranteed when you register by 2/1/16!

BECOME A SPONSOR!

PALM | Chevrolet

PALM CHEVROLET OF OCALA
PalmChevrolet.com • 352.629.8011

Become a part of this special event that will be promoted and talked about across the entire state of Florida! Connect with your local NAMI representative today to learn how you can reach this exciting audience! Visit the "5k" sections of LiveOakInternational.com/5k to find details about how to participate.

Your Local NAMI Live Oak International 5k Contact:

_____

_____

NAMI Florida
National Alliance on Mental Illness

The 5k Race profits are proudly given to NAMI Florida who provides oversight and support to 29 local organizations throughout Florida, one of which is Ocala's own NAMI Marion County. Your participation in this 5k event compassionately funds their grassroots efforts which include advocacy work as well as FREE support and educational programs for Florida families and individuals who are coping with mental illness.

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LIVE OAK INTERNATIONAL INAUGURAL 5K

PRESENTED BY: PALM

NAMI Florida
National Alliance on Mental Illness

Race profits are proudly given to NAMI Florida who provides oversight & support to 29 local orgs. throughout Florida, one of which is Ocala's NAMI Marion County. Your participation in this 5k event compassionately funds their grassroots efforts which include advocacy work as well as FREE support & educational programs for Florida families & individuals who are coping with mental illness.

THE LIVE OAK INTERNATIONAL 5K is Race #5 & a SUPER RACE in the BHRS!

BIG HAMMOCK Race Series — SUPER RACE

RUN THIS RACE TO COMPETE FOR **DOUBLE POINTS!**

SIGNUP TODAY!: LiveOakInternational.com/5k

Register EARLY & save! Shirt size is guaranteed when you register by 2/1/16!

SIGNUP: **To register by mail, complete items #1 through #9. To pay via credit or debit card, register online by visiting LiveOakInternational.com/5k.**

❶ **SELECT ONE:** ❑ I'm signing up to run/walk in the 5k ❑ FREE: I'd like to volunteer, contact me.

❷ **BHRS:** Track my points! I'm signed up for the Big Hammock Race Series: ❑ Yes ❑ No

❸ **YOUR INFO:** Full Name:_____

Street Address:_____

City:_____ State:_____ Zip:_____

Phone:_____-_____-_____ Email:_____

Birth Date:____/____/____ Age on 2/28/16:_____ Gender: ❑ Male ❑ Female

❹ **RESULTS:** Text race results at finish?: ❑ Yes ❑ No Cell:_____-_____-_____

❑ Alltel ❑ AT&T ❑ Boost Mobile ❑ Nextel ❑ Sprint ❑ T-Mobile ❑ US Cellular ❑ Verizon ❑ Virgin Mobile

❺ **SHIRT:** Select one size for your Inaugural Live Oak International 5k long sleeve shirt:
Shirts guaranteed to first 350 participants. Register by 2/1/16, to guarantee shirt & size.

❑ Youth: Small	❑ Ladies': X-Small	❑ Ladies': Large	❑ Men's: Medium	❑ Men's: XX-Large
❑ Youth: Medium	❑ Ladies': Small	❑ Ladies': X-Large	❑ Men's: Large	❑ I do **NOT** want my race shirt.
❑ Youth: Large	❑ Ladies': Medium	❑ Men's: Small	❑ Men's: X-Large	

❻ **CHECK:** Mail a check payable to "**Palm Chevrolet LOI5k**", complete one registration form per participant, & mail your payment & registration form to:
Palm Chevrolet • Attn: Karen Donnelly • 2300 SW College Rd • Ocala, FL 34471

PRICE: Select one registration price based on the date we'll receive your entry & payment.
❑ **$25** (By 11/27/15) ❑ **$30** (By 1/22/16) ❑ **$35** (By Noon 2/23/16) ❑ **$50** (Up To Race Day) ❑ **Free!** Volunteer

❑ **Free!** Included as part of this Sponsor's package:_____

❼ **GIVE:** I'd like to also make a donation to NAMI FL: ❑ $1 ❑ $5 ❑ $10 ❑ $_____ ❑ No, Thanks

❽ **PAYMENT:** Total enclosed amount: (5k registration + donation): $_____ Check #:_____

Volunteers are FREE! The race staff will contact you about perks, availability, & details shortly!

❾ **I have read & agree to the terms of this 5k Event Participant Waiver & Disclaimer:** →
A printable version of this waiver may also be found at LiveOakInternational.com/5K

Signature:_____ **Date:**____/____/____
Participant/Parent/Legal Guardian

SPORTS WAIVER & LEGAL DISCLAIMER:

TERMS CONDITIONS OF PARTICIPATION - READ CAREFULLY BEFORE SIGNING: In consideration of my being permitted to participate &/or volunteer in connection with the Event participate in all activities conducted in conjunction therewith (collectively, the "Event/Activity"), wherever the Event/Activity may occur, I hereby attest that, after reading this Sports Waiver Permission Form completely carefully, I acknowledge that my participation in the Event/Activity is entirely voluntary, I further understand agree as follows:

ASSUMPTION OF RISK/LIABILITY RELEASE INDEMNITY: I understand that incidental to my participation in the Event/Activity, I may be engaging in activities that involve the risk of serious personal injury, illness, permanent disability, dismemberment, death, that such participation may also involve the risk of severe economic property loss damage. I understand that these risks may result from the actions, negligence failure to act of myself others (including but not limited to other individuals in attendance at the Event/Activity the Released Parties) from the condition of any property, facilities or equipment used. I also understand that there may be risks involved which are not known to me or to the Released Parties, may not be foreseen or reasonably foreseeable by any of us at this time or at the time of the Event/Activity. I agree to assume all of the foregoing risks, which risks may include, among other things, muscle injuries, broken bones, as well as the risk of any negligence by other participants or by the Released Parties, the risk of injury caused by the condition of any property, facilities or equipment used during the Event, accept personal responsibility for any injury (including, but not limited to, personal injury, disability, dismemberment death), illness, damage, loss, claim, liability, or expense, of any kind or nature, that I or my property may suffer arising out of or in connection with my participation in the Event/Activity. On my own behalf, on behalf of my heirs, executors, administrators next of kin, I hereby release, covenant not to sue, forever discharge the Released Parties (as defined below) from all liabilities, claims, actions, damages, costs or expenses of any nature ("Claims") arising out of or in any way connected with my participation in the Event/Activity, further agree to indemnify hold each of the Released Parties harmless from against any all such Claims including, but not limited to, all attorneys' fees disbursements up through including any appeal. I understand that this release indemnity includes any Claims based on the negligence, action or inaction of any of the Released Parties covers bodily injury (including death), property damage, loss by theft or otherwise, whether suffered by me before, during or after such participation. For the purposes hereof, the "Released Parties" are Live Oak International, The Weber year 2001 Rev Trust, Weber Charlotte C TR, Live Oak Stud Inc., Live Oak Plantation Combined Driving Inc., Palm Chevrolet, Inc., NAMI Inc., NAMI Florida Inc., Marion County FL, Milestone Race Authority, United Way of Marion County, & without limitation, each their respective parent, subsidiary, affiliated or related company's officers, directors, employees, agents, contractors, sub-contractors, representatives, successors, assigns, event sponsors & volunteers of each of the foregoing entities.

PHYSICAL CONDITION/MEDICAL AUTHORIZATION: I hereby certify that I am physically fit for participation in the Event/Activity, have the skill level required in conjunction with the Event/Activity, have not been advised otherwise. In connection with any injury sustained or illness or medical conditions experienced during my attendance in connection with the Event/Activity, I authorize any emergency first aid, medication, medical treatment, or surgery deemed necessary by the attending medical personnel, if I am not able to act on my own behalf at my cost, if the need arises; however, I acknowledge that the Released Parties shall have no duty, obligation or liability arising out of the provision of, or failure to provide, medical treatment.

PUBLICITY RIGHTS: I further grant the Released Parties the right to photograph, record &/or videotape me further to display, edit, use /or otherwise exploit my name, face, likeness, voice, appearance, in all media, whether now known or hereafter devised, throughout the universe in perpetuity, whether for advertising, publicity, or promotional purposes, without limitation, publication of Event/Activity, without compensation, residual obligations, or further approval, I agree to indemnify hold harmless the Released Parties for any Claims associated with such grant right to use.

GOVERNING LAW: This Waiver/Permission Form shall be governed by the laws of the State of Florida, any legal action relating to or arising out of this Waiver Permission Form shall be commenced exclusively in the Court of the Seventh Judicial Circuit in & for Marion County, Florida (or if such Circuit Court shall not have jurisdiction over the subject matter thereof, then to such other court sitting in such county having subject matter jurisdiction), I SPECIFICALLY WAIVE THE RIGHT TO TRIAL BY JURY.

WEATHER, REFUNDS, RACE BIBS, & PRIZES: Rain or shine event that may be canceled due to severe weather or acts of God. No refunds or credit towards future events will be given. Bibs not transferable. Prizes are subject to change & based on availability on day of event.