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BOYS & GIRLS CLUBS
OF SOUTHERN MARYLAND

5K and BGCSM Family Fun Run Sponsorship Letter

RUN/WALK DATE: Saturday, April 22, 2017 - Boys & Girls Club, North Beach, Maryland

We cordially invite you to participate as a Sponsor of the 1st annual BGCSM 5K Walk and Run. This event will raise money to provide quality programming to children from 5 – 18 years of age regardless of a families' ability to pay. The event will be held on Saturday, April 22, starting at the Boys and Girls Club on Dayton Avenue. The event will kick off at 8:30 a.m. with opening remarks from the CEO of the BGCSM and a warm up from a trainer at World Gym. The 5k Run/Walk will start at 9 a.m. An award will be given to the top three qualifiers of the 5K.

Your sponsorship helps to defray the cost of organizing the event. Funds received from sponsorships are used to purchase t-shirts for registered race participants, awards and complimentary drinks and snacks for each race participant. Any additional money from sponsorships will help go toward our fundraising goal of **\$10,000**.

There are various levels of sponsorship for the BGCSM 5K/Family Fun Run. Size and placement of logos on t-shirts and web site are based on sponsorship level.

Platinum Level Sponsor \$2000 (only one available)

- Listed as top sponsor on web site with logo and link
- Listed as top sponsor on BGCSM Facebook Page
- Opportunity to speak at opening of race
- Promotional materials in race packet
- Special PA announcements mentioning sponsor name during and after the race
- Company name on finish line break tape
- Company logo on back of race t-shirt
- 4 complimentary race entries

Gold Level Sponsor \$1000

- Listed as sponsor on web site with link
- Listed as sponsor on BGCSM Facebook page
- Company logo on back of race t-shirt
- Promotional materials in race packet
- Special PA announcements mentioning sponsor name during and after the race
- 3 complimentary race entries

P. O. Box 413, 9021 Dayton Avenue • North Beach, MD 20714 • Phone (410) 257-0007 • Fax (410) 286-5229
Please visit us at www.bgcsm.net

Support us thru payroll CFC Agency # 61858



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Silver Level Sponsor \$500

- Listed as sponsor on web site with link
- Listed as sponsor on BGCSM Facebook page
- Company logo on back of race t-shirt
- Promotional materials in race packet
- 2 complimentary race entries

Bronze Level Sponsor \$300

- Listed as sponsor on web site and on Facebook
- Promotional materials in race packet
- 1 complimentary race entry

Finish Line Sponsor \$250

- Company name prominently displayed below the finish line clock

Mile Marker Sponsor \$150 each (or \$300 for all three markers)

- Company name will appear on one-mile marker sign, which will be prominently displayed at the 1-mile mark or the 2-mile mark or the finish line.
- For \$300, your company name or logo can appear on all three signs.

Water Station Sponsor \$100

- Company name will appear on a prominently located sign at water station

Thank you in advance for your consideration of becoming a race sponsor. Attached you will find the sponsorship form that can be completed and submitted by mail. Or, please call or email Crystal Jordan, *Event & Sponsorship Chair / Race Director* to set up sponsorship or answer any questions. Crystal can be reached at 301-674-9996 or events@bgcsm.net.

Sincerely,
Joy Hill Whitaker
Chief Executive Officer
jhill@bgcsm.net

Note: All Sponsorship Contributions are Tax Deductible

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BGCSM 5K and Family Fun Run Sponsorship

Saturday, April 22, 2017 at BGCSM, 9021 Dayton Avenue, North Beach, MD 20714

Organization Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact person: _____

Contact email: _____ Phone number: _____

Web site address: _____

SPONSORSHIP LEVEL (please circle): *Contributions are Tax Deductible*

Platinum Gold Silver Bronze Finish Line Mile Marker Water Station

Will you plan to send materials/giveaways for the participant bags: _____ Yes _____ No

If yes, what item would you like us to include: _____

Sponsors can choose to have company name listed or submit a logo. Please write your company name exactly how you'd like it to appear on web site, signage, etc.:

Artwork and logos should be submitted to info@bgcsm.net as follows:

- Logos for t-shirts will be printed in one color only and should be submitted in a JPEG file. Most Photoshop and Illustrator files can also be accepted
- Logos for signage should be submitted as JPEG or Word files. Most Photoshop and Illustrator files can also be accepted
- Logos for web site should be submitted as JPEG or Word files.

Participants can register for the 5K at:

Website: <http://www.BGCSM.net> or by

Mail: 9021 Dayton Avenue, P.O. Box 413, North Beach, MD 20714

Checks can be made payable to Boys & Girls Club of Southern Maryland (BGCSM)

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