

**Light of the World
Academy's 9th Annual**



Benefiting:



Saturday, March 16, 2019

We cordially invite you to participate as a sponsor for the **Light of the World Academy's 9th Annual RUN FOR THE GOLD 5K and Kids Run**. This event will take place on Saturday, March 16th, 2019, as part of Pinckney's St. Patrick's Day Celebration. In our eight previous years, we have hosted anywhere from 300 to 650 runners (depending on March's weather) and their adoring spectators. The run is a mixture of Michigan country dirt roads, paved trail, and the streets of downtown Pinckney—a course that attracts all types of area runners. The 5K will begin at 10:00 am followed by the Kids Run at 11:00 am. Awards will be given at 11:30 and the Pinckney St. Patrick's Day Parade and Celebration kicks off shortly thereafter.

We value your engagement in this exciting community event. With a huge crowd taking part in the run, you'll receive excellent exposure for your company through signage, race shirts, web links, media coverage, and social media.

RUN FOR THE GOLD 5K has been covered by the Livingston Press & Argus, Livingston Post, WHMI, and countless running websites. Additionally, you will be helping to support youth in our community. All of the proceeds raised by this event will be donated to Light of the World Academy and Light of the World Montessori Preschool.

There are various levels of sponsorship to suit the needs of your company. The details of each sponsorship level are bulleted in the following section to assist your decision. We are a non-profit organization, so sponsorships and donations are tax deductible.

The **RUN FOR THE GOLD 5K** is one of the most exciting annual events in our community, and we hope you will consider being a sponsor. If you have any questions, feel free to use the contact information listed below. Thank you for considering a race sponsorship and opportunity to support youth in our community.

Respectfully,

Amy Rauser

Run for the Gold Race Director

Phone: (734) 231-3469

Email: amyrauser@hotmail.com

Kathy Moorehouse

Director, Light of the World Academy

This event is endorsed by:



RUN FOR THE GOLD 5K SPONSORSHIP LEVELS



Presenting Sponsor - \$2000

- ◇ Company name attached to race title and included on race banner
- ◇ Premier logo placement on event publications, signage, race shirts, printed materials, and race website with link to company website
- ◇ Opportunity to speak at the start of the race, welcome runners, and promote your company
- ◇ Open to customizing your race day engagement. Contact race director to discuss.
- ◇ Name highlighted in all press releases sent to media
- ◇ Placement of promotional merchandise or materials in race packets/bags (optional)
- ◇ Sponsor table space on race day
- ◇ 4 free race registrations

Gold Sponsor - \$1200

- ◇ Company name and logo prominently displayed on race shirts and website with link to your company website
- ◇ Opportunity to speak at race and promote your company
- ◇ Open to customizing your race day engagement. Contact race director to discuss.
- ◇ Name highlighted in all press releases sent to media
- ◇ Placement of promotional merchandise or materials in race packets/bags (optional)
- ◇ Sponsor table space on race day
- ◇ 3 free race registrations

Silver Sponsor - \$750

- ◇ Company name and logo on race shirts and website with link to your company website
- ◇ Name highlighted in all press releases sent to media
- ◇ Placement of promotional merchandise or materials in race packets/bags (optional)
- ◇ Sponsor table space on race day
- ◇ 2 free race registrations

Bronze Sponsor - \$350

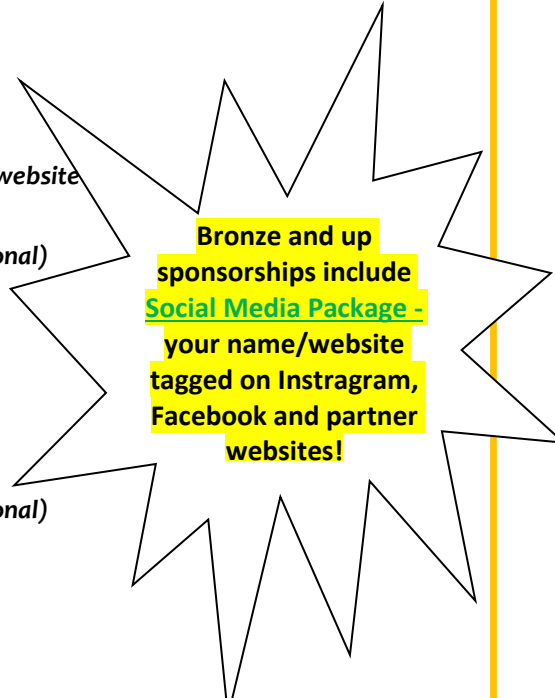
- ◇ Company name and logo on race shirts and website
- ◇ Placement of promotional merchandise or materials in race packets/bags (optional)
- ◇ Sponsor table space on race day
- ◇ 1 free race registration

Supporting Sponsor - \$100 and/or in-kind donations

- ◇ Includes donations of goods or services. One of the above levels may apply depending on value of donation.
- ◇ Company name on race shirt and website

Mile Markers (three available) and Water Station (one available) - \$150 each

- ◇ Company name/logo printed on mile marker or water station sign, which will be prominently displayed on the race course
- ◇ Company name on race shirts and website
- ◇ Combine with another sponsorship level for \$100/each

A yellow starburst graphic with multiple points, containing text about additional benefits for Bronze and up sponsorships.

Bronze and up sponsorships include Social Media Package - your name/website tagged on Instagram, Facebook and partner websites!

Company name on race shirt available on a first-come, first-serve basis as room permits.



**Light of the World Academy's 9th
Annual Run for the Gold 5K & Kids Run
March 16, 2019
SPONSORSHIP FORM**



Business Information:

Company name exactly as you would like it to appear on marketing materials:

Contact person: _____ *Phone #:* _____

Company Address: _____ *Email:* _____

Website: _____ *5K Committee Contact:* _____

Sponsorship Level (Please circle one):

Presenting Gold Silver Bronze Mile Marker/Water Station Supporting/In-kind

Sponsor/Donation Information:

Please describe sponsorship contribution and/or in-kind donation and include estimated value:

100% of the profits are split between two charities:

Light of the World Academy Tax ID: 81-1225004

**Checks payable to Light of the World Academy*

Light of the World Montessori Preschool Tax ID: 38-2162546

**Sponsors who remit
monetary donation
before Dec. 31st will
get upgraded to
include Social Media
Package!!**

Please be sure to complete the following:

1. Complete this Sponsor Form and keep a copy for your records.
2. Give Sponsor Form, your contribution, and logo (if applicable) to your 5K Committee contact or
Mail to:
LOTWA - Run for the Gold 5K
550 E. Hamburg St.
Pinckney, MI 48169
3. If donation is \$350 or higher, your logo can also be emailed to amyrauser@hotmail.com.

For more information, please contact Amy Rauser (734) 231-3469, amyrauser@hotmail.com.

**Secure your sponsorship today to maximize advertising perks.
Thank you and we look forward to working with you!**