

**Light of the World  
Academy's 10th Annual**



**Benefiting:**



**Saturday, March 14, 2020**

We cordially invite you to participate as a sponsor for the **Light of the World Academy's 10th Annual RUN FOR THE GOLD 5K and Kids Run**. This event will take place on Saturday, March 14th, 2020, as part of Pinckney's St. Patrick's Day Celebration. In our nine 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

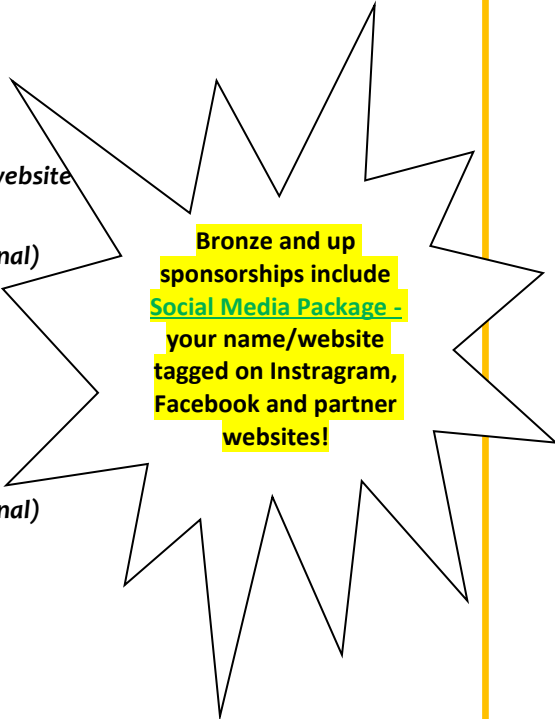
- ◇ Company name and logo on race shirts and website
- ◇ Placement of promotional merchandise or materials in race packets/bags (optional)
- ◇ Sponsor table space on race day
- ◇ 1 free race registration

### 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



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 14, 2020  
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*

**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

**Your sponsorship donation may be made by credit card at**

**<https://runsignup.com/Race/MI/Pinckney/RUNFORTHEGOLD> and clicking Donate button**

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

**Secure your sponsorship today to maximize advertising perks.**

**Thank you and we look forward to working with you!**

**Sponsors who remit  
monetary donation of  
\$100 or more before  
Jan. 30th will get  
upgraded to include  
Social Media Package!!**