



Cougar Dash 5K

Sponsored by the Coventry Elementary PTA

Saturday, March 24

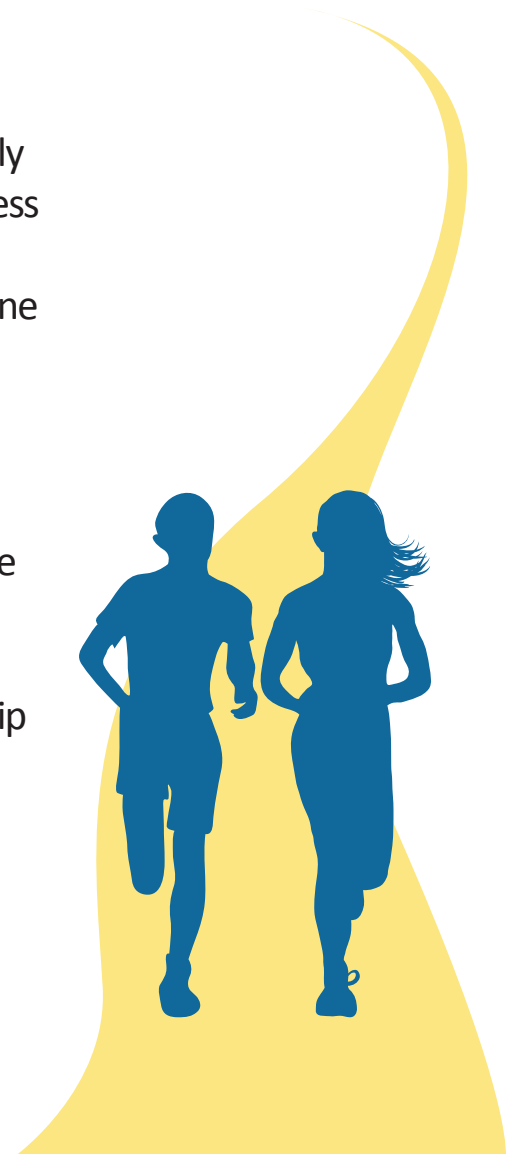
Starting point: Coventry Elementary School

200 Owen Davis Blvd, Yorktown, 23693

Dear Coventry Families,

Last year's Cougar Dash 5K was a huge success. We are currently in need of sponsors to support this event. Do you have a business you would like to promote or market? This is the way! Your business can be featured on the race shirts, marketed online through numerous outlets, and printed on our race fliers! To those interested, please complete the pledge for attached and email it to Jeffrey Gibson at jgibson@ycsd.york.va.us or Jaime Mead at jkmead1120@msn.com. The details and perks for various sponsorship levels are on the following pages. Please make all checks payable to "Coventry Elementary School/PTA" and provide a logo with your check. If you know someone who might be interested, please pass along the following sponsorship pages to them.

We would also like to create a sponsorship committee. If you would like to help recruit sponsors for the race please write in your name, email, and phone number at the bottom of this page and return it to Mr. Gibson or at the main office at Coventry Elementary School.



Cut Here

I would like to help recruit sponsors for the Cougar Dash 5K.

Name: _____ Phone: _____

Email: _____



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The success of the Cougar Dash 5K is greatly dependent on the generous support of sponsors. This event is being managed by Colonial Sports, Coventry Elementary School/PTA, and many volunteers. This is a non-profit event, all funds raised go directly to the school for programs that benefit our students. The funds allow the PTA to provide a variety of educational resources and finance programs such as: field trips, assemblies, books, and equipment. PTA sponsored programs not only improve the school and community but help provide enrichment activities for families. The event will also promote the benefits of living a healthy lifestyle. Our goal is to improve student health by raising awareness and educating them about the importance of maintaining a healthy weight through proper diet and physical activity.

We are currently looking for sponsors and those interested to complete the pledge form that is attached and email it to Jeffrey Gibson at jgibson@ycsd.york.va.us or Jamie Mead at jkmead1120@msn.com. The details and perks for various sponsorship levels are listed below. Please make all checks payable to "Coventry Elementary School/PTA" and provide a logo with your check.

If you have any questions please contact:

Jeffrey Gibson at 804-380-5392

Jamie Mead at 757-778-5286

**THE DEADLINE FOR SPONSORSHIP
IS JANUARY 26, 2018**

The PTA tax ID number is 541522074 if you would like it for your records.



PLATINUM SPONSOR / \$1000

- Top tier logo and name placement on race day t-shirts with large print
- Banner prominently displayed at the event (banner to be supplied by sponsor)
- Mention in the Coventry Elementary School Biweekly Message email—reaching the parents of 600 students
- Listed as top sponsor on race website including your company logo and link to your website
- 4 complimentary race entries
- Opportunity to provide product literature, flyers, coupons or other promotional items in race goody bags (Company to supply promotional items)
- Space reservation at the expo for packet pickup and banner display
- Special PA announcement mentioning sponsor name before and after the race
- Opportunity to speak at the opening of the race

GOLD SPONSOR / \$500

- 2nd tier level company logo and name placement on race day t-shirts with medium size print
- Banner prominently displayed at the event (banner to be supplied by sponsor)
- Mention in the Coventry Elementary School Biweekly Message email—reaching the parents of 600 students
- Name recognition on race website including your company logo and link to your website
- Opportunity to provide product literature, flyers, coupons or other promotional items in race goody bags (Company to supply promotional items)
- Space reservation at the expo for packet pickup and banner display
- 3 free race entries
- Special PA announcement mentioning sponsor name before and after the race

SILVER SPONSOR / \$250

- 3rd tier level company logo and name placement on race day t-shirts with small size print
- Mention in the Coventry Elementary School Biweekly Message email—reaching the parents of 600 students
- Name recognition on race website including your company logo and link to your website
- 2 free race entries
- Opportunity to provide product literature, flyers, coupons or other promotional items in race goody bags (Company to supply promotional items)
- Space reservation at the expo for packet pickup and banner display
- Special PA announcement mentioning sponsor name before and after the race

BRONZE SPONSOR / \$100

- 4th tier level name placement on race day t-shirts with small size print
- Mention in the Coventry Elementary School Biweekly Message email—reaching the parents of 600 students
- Name recognition on race website including your company logo and link to your website
- Opportunity to provide product literature, flyers, coupons or other promotional items in race goody bags (Company to supply promotional items)
- Space reservation at the expo for packet pickup and banner display

SUPPORT SPONSOR / \$50

- Mention in the Coventry Elementary School Biweekly Message email—reaching the parents of 600 students
- 1 free race entry

PRODUCT DONATIONS

In addition to the above listed sponsorship levels we are also seeking product donations (ie. Gift Cards, Water bottles, key chains, sports drinks, anything that could be used as door prizes, etc). It is at your discretion to provide the quantity of items as they could be used to either be included in a raffle or distributed to all racers. In exchange for such a product donation, the following promotional services will be provided: Listed as supporter on race website and a “shout out” in the race packet.



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SPONSOR PLEDGE FORM

Contact Name:

Company Name:

Address 1:

Address 2:

City: State: Zipcode:

Phone:

Fax:

Email:

Website URL:

I WANT TO SPONSOR:

PLATINUM SPONSOR / \$1000

GOLD SPONSOR / \$500

SILVER SPONSOR / \$250

BRONZE SPONSOR / \$100

SUPPORT SPONSOR / \$50

PRODUCT DONATIONS

EXPO INFORMATION:

Prior to the event, all registered participants will pick up their race packets during the Expo at Coventry Elementary School. The exact date and time for the Expo has not yet been determined. Free and open to the public, the Expo features the latest in fitness, martial arts, health and nutrition information and interactive displays. Interested in showcasing your brand? If you would like to set up a showcase during the Expo please check the box below.

I am interested in setting up a display at the Expo and I would like more information.

Please make checks payable to:

Coventry Elementary School/PTA

200 Owen Davis Blvd, Yorktown, 23693

PTA Tax ID Number: 541522074