



10K, 5K, 1 Mile Run/Walk

Saturday, September 23, 2017 at 8:00am
Top of Autumn Hill at Clark Vitt Park
Autumn Hill Drive, Union, MO 63084

The Piggyback Dash is a timed 10K and 5K run, as well as a 1 Mile Fun Run/Walk. The first annual race will be held September 23, 2017 at 8:00am. The course is a beautiful, rolling course through the streets of Union with a challenging, but rewarding finish at the top of Autumn Hill. As an added twist, once runners reach the bottom of Autumn Hill on their way to the finish they have the opportunity to voluntarily carry someone piggyback up the hill to the finish line.

All proceeds from the race will go towards The Lance Purschke Memorial Scholarship Fund through the Union R-XI Foundation which is a 501(c)3 organization. Contributions are tax-deductible.

Thank you in advance for your consideration on becoming a sponsor for the Piggyback Dash.

WHY THE NAME

Throughout high school, Lance and friends would run almost every day after dismissal. He routinely ran up Autumn Hill, sometimes more than once per run. Lance loved the hill and the challenge it presented. He never complained. His was the voice of encouragement, to rise to the challenge. In fact, he is the first person we know of to carry someone piggyback up the hill. Hence the race name, The Piggyback Dash.

<https://runsignup.com/Race/MO/Union/PiggybackDash>

Sponsorship Contact Information

Company _____
 Contact Name _____
 Title _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Email _____
 Donation/Sponsorship Level _____

Please complete the form above and return with donation to:

Piggyback Dash
 C/O Nick Hoeing
 76 Kennedy St.
 Union, MO 63084

Make checks payable to:
UNION R-XI FOUNDATION

Logo format: please provide both color and black and white logos for website and shirts. Vector format (EPS or AI) preferred.
 Email to piggyback.dash@gmail.com.

Questions: Please contact Nick Hoeing at (314) 808-0667 or email piggyback.dash@gmail.com

SPONSORSHIP PACKAGES

Both cash and product donations are needed to make this event a success. In exchange for sponsorship, Piggyback Dash will provide advertisement and promotional services as outlined in the selected category. Companies that donate product or services will receive the category of sponsorship that is closest to the estimated amount of donation.



Presenting/Platinum Sponsor / \$1,000 donation

- Logo on race website linking back to your website
- Largest sponsor logo on race shirts for presenting sponsors
- Promotional/marketing materials (provided by sponsor) included in race swag bag
- Business promoted/featured in at least one social media post and/or race email
- Logo in newspaper ad and other race flyers to be posted in the local area
- If interested, tent/table space at start/finish area*
- Limited to 2 presenting sponsors (Ex: Piggyback Dash presented by “your name” in all race materials)
- Presenting sponsor will have industry exclusivity - will not have another presenting sponsor in your industry

Gold Sponsor / \$500 donation

- Logo on race website linking back to your website
- Logo on race shirt*
- Promotional/marketing materials (provided by sponsor) included in race swag bag
- Business promoted/featured in at least one social media post and/or race email
- Logo in newspaper ad and other race flyers to be posted in the local area
- If interested, tent/table space at start/finish area*

Silver Sponsor / \$250 donation

- Logo on race website linking back to your website
- Logo on race shirt*
- Promotional/marketing materials (provided by sponsor) included in race swag bag
- Business promoted/mentioned in at least one social media post and/or race email

Bronze Sponsor / \$100 donation

- Logo on race website (no link)
- Promotional/marketing materials (provided by sponsor) included in race swag bag

Under \$100

- Name listed on race website (no logo)
- Promotional/marketing materials (provided by sponsor) included in race swag bag

* Sponsor logos on race shirts are limited to first 18 sponsors. Tent space limited to first 4 requests.

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