



Saturday, September 23, 2023 at 8:00am
Top of Autumn Hill at Clark Vitt Park
310 Autumn Hill Drive, Union, MO 63084

WHY THE NAME

Throughout high school, Lance and friends would run almost every day after dismissal. He routinely ran up Autumn Hill, sometimes using it for hill repeats. 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.

MISSION STATEMENT

The Piggyback Dash, an annual running event, encourages individuals and families to challenge themselves. Inspired by Lance Purschke, the event is committed to providing scholarships in Lance's memory to UHS seniors, to striving to be an event the community supports, and to growing the local running community.

The Piggyback Dash is a timed 10K and 5K run, as well as a 2K Fun Run/Walk. The 7th annual race will be held September 23, 2023 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. The EIN number is 43-1439384. Contributions are tax-deductible.

This event has been a success from the beginning thanks to generous businesses and residents of our local community such as yourself. Thank you in advance for your consideration on becoming a sponsor for this year's Piggyback Dash.

PiggybackDash.com

Follow us @PiggybackDash



Sponsorship Contact Information

Company _____

Contact Name _____

Title _____ Shirt Size _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Donation/Sponsorship Level _____

Please complete this form and return with donation to:

Piggyback Dash
 C/O Nick Hoeing
 11 Harmonie Drive
 Union, MO 63084

Please 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 levels below. Those that donate product or services will receive the level 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
- 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
- Largest sponsor logo on race shirts
- Logo on race bibs
- 5 free race entries
- 1 free event shirt
- Logo on race flyers to be posted in the local area and/or featured in newspaper ad
- 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)~~ - **already filled**
Even though the 2 presenting spots are filled, platinum sponsors will still be accepted.
- 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
- 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 on race shirt*
- Logo on race bibs
- 2 free race entries
- 1 free event shirt
- Logo on race flyers to be posted in the local area and/or featured in newspaper ad
- If interested, tent/table space at start/finish area*

Silver Sponsor / \$250 donation

- Logo on race website linking back to your website
- 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
- Logo on race shirt*
- 1 free race entry
- 1 free event shirt

Bronze Sponsor / \$100 donation

- Logo on race website linking back to your website
- Promotional/marketing materials (provided by sponsor) included in race swag bag
- 1 free event shirt

Under \$100

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

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

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