



6050 Plank Rd, Fredericksburg, Virginia 22407  
Phone: (540) 786-2019

# TLC Prep 5K And Pioneer Kids 1 Mile

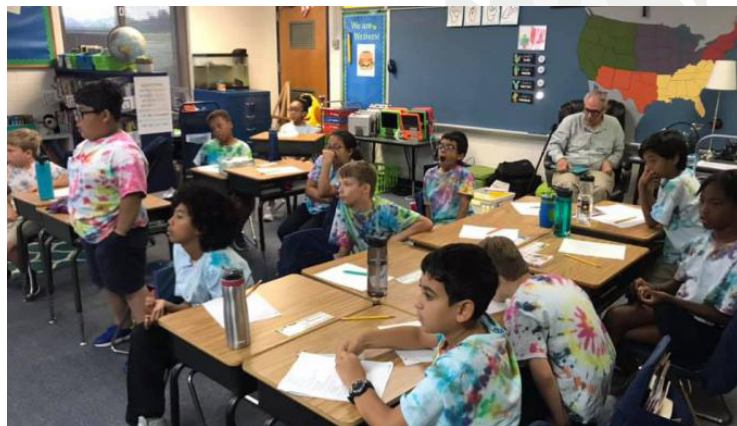


**March 1, 2020**  
**Sponsorship**  
**Opportunities**

**OUR MISSION** is to support the Tree of Life Christian Preparatory School (TLC Prep), build lasting relationships within our community, support our veterans (VFW), and to model a healthy lifestyle.

## TLC Prep MISSION STATEMENT

Tree of Life Christian Preparatory School seeks to prepare young minds for citizenship here on earth and for eternity. We place value on both a child's academic accomplishments and their spiritual growth. The school believes that academic excellence and Christ-like behavior results from outstanding teachers with Christian standards, small classrooms, and an imaginative, individualized curriculum.



*We honor our local veterans by supporting the VFW. Part of the proceeds from our event will go directly to our local VFW Post 3103.*



**NO ONE DOES MORE FOR VETERANS.**

**VFW MISSION:** To foster camaraderie among United States veterans of overseas conflicts. To serve our veterans, the military and our communities. To advocate on behalf of all veterans.

VFW Vision: Ensure that veterans are respected for their service, always receive their earned entitlements, and are recognized for the sacrifices they and their loved ones have made on behalf of this great country.

### Our Core Values:

- Always put the interests of our members first
- Treat donors as partners in our cause
- Promote patriotism
- Honor military service
- Ensure the care of veterans and their families
- Serve our communities
- Promote a positive image of the VFW
- Respect the diversity of veteran opinions



## GETTING IN TOUCH WITH US

Thank you for your consideration of becoming an important part of the TLC Prep 5K and Pioneer 1 Mile. The mission of this event is to support the mission of TLC Prep and the local VFW while building community in the greater Fredericksburg area through active lifestyle events. For more information about becoming a partner of the TLC Prep 5K please contact

Sponsor Coordinator: Billy Wright @ (434) 841-9390 or [billy@sceniccitymultisport.com](mailto:billy@sceniccitymultisport.com)

Race Coordinator: Keri Wagner @ (540) 300-0439 or [tandkwagner@hotmail.com](mailto:tandkwagner@hotmail.com)

## PHILOSOPHY AND VISION

We feel strongly that the home, the church, and the school form a partnership to accomplish these goals. Children who embrace opportunities with enthusiasm, a teacher who nurtures their growth, and parents and church members who support the many facets of school life join to form the family that is the TLC Prep.

To achieve this goal, we encourage each student to:

- Develop a personal relationship with God and their fellow men as stated in Matthew 2:37-39
- Master all required academic skills
- Value labor – physical and mental – as the blessing God intended
- Cultivate physical fitness, mental ability, and moral purity



## PARTNERSHIP LEVELS

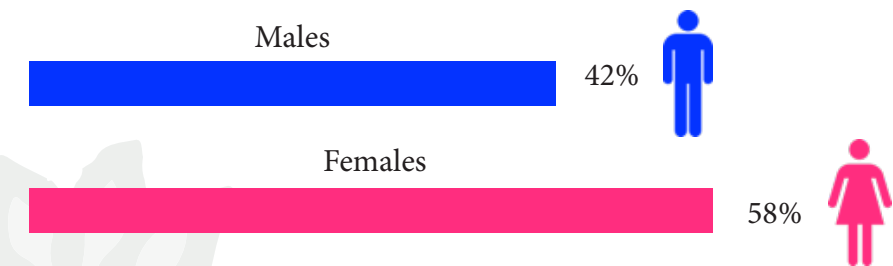
Partnership Levels	PIONEER \$5000	SETTLER \$2500	PATHFINDER \$1500	TRAILBLAZER \$1000	TENDERFOOT \$500
Introduction as Race Lead Sponsor					
Logo on Event Bibs					
More frequent exposure at finish - MC					
Use of Logo and Event Name in Sponsor Advertising					
Pre-event And Race Day Exposure	Maximum Visibility	Maximum Visibility	Great Visibility	High Visibility	
Recognition on Race Registration Website	Logo Website Link	Logo Website Link	Logo	Logo	Logo
Logo on Race T-shirts	Logo Top Back	Logo Top Back	Logo Mid Back	Logo Mid Back	
Name on Race T-shirts					Logo Lower Back
Banner at Start/Finish Line					
Included in All TV, Print, Radio Advertising, and Promotion					
Space at Expo Area					

Water Station Sponsor at \$500/ Table  
Lead Bike Sponsor \$200

\*\*\*Customized benefits can be discussed during sponsorship negotiations

## WHO PARTICIPATES

College-educated adults. Today's core runners are highly educated with 79% having earned a college degree, compared with only 27% of the United States population. These runners are affluent with 73% of those surveyed reporting a household income of more than \$75,000.



### TYPICAL U.S. FEMALE RUNNER

#### DEMOGRAPHICS

- Average Age: 38.6
- 61.9% Married
- 78.7% College educated
- 69.0% Earn a household income of \$75,000+

#### RUNNING HISTORY

- Average number of years running: 11 years
- Average number of running events participated in during the last 12 months: 7 events
- 53.9% completed at least 1 marathon in their life

### TYPICAL U.S. MALE RUNNER

#### DEMOGRAPHICS

- Average Age: 44.8
- 73.5% Married
- 78.8% College educated
- 76.4% Earn a household income of \$75,000+

#### RUNNING HISTORY

- Average number of years running: 16 years
- Average number of running events participated in during the last 12 months: 9 events
- 67.9% completed at least 1 marathon in their life