

THE  
**MEMORIAL DAY**



**15K | 5K | 1M**

May 25, 2020

<http://TheMemorialDayClassic.com>

Benefiting Cumberland Crisis Pregnancy Center



**Sponsor Proposal**

# Mission

The Memorial Day Classic strives to raise both dollars and awareness of the ministry of the Cumberland Crisis Pregnancy Center (CCPC). Since 1986, the CCPC has been providing resources and support for young women and families facing the challenges of an unplanned pregnancy. The services of the CCPC are free and available to everyone without regard to age, race, income, nationality, religious affiliation, disability, or other arbitrary circumstances. No one in need would ever be turned away. The CCPC is a donor-based ministry and receives no federal or state funding. The Memorial Day Classic is proud to support this wonderful ministry.

[www.ccpcfriends.org](http://www.ccpcfriends.org)

## Objectives

- Provide financial support to continue the ministry of Cumberland Crisis Pregnancy Center.
- Promote community efforts and involvement in partnering for a great cause.

## Introduction

We are planning the 2020 Memorial Day Classic! We've had 13 successful races, and number 14 will take place on May 25, 2020! Each year, the race just gets bigger and better, and it continues to benefit the Cumberland Crisis Pregnancy Center (CCPC). The CCPC is a 501(c)(3) non-profit organization that has served this community for over 34 years and has impacted many lives. By supporting the 14th Annual Memorial Day Classic, you have the opportunity to financially support this ministry, as well as help continue this Memorial Day tradition in our community - all while promoting your business or organization.

## Why Should I Be A Sponsor?

- Excellent marketing exposure.
- Association of your business or product with a positive, community-wide event benefitting a worthwhile cause.
- Participation in Sumner County's premier 15K/5K/1M race.

# Sponsorship Benefits:

## Sales Promotion

The Memorial Day Classic is an opportunity for your company to reach a concentrated mass of your target audience on Memorial Day, May 25, 2020, as well as through race promotional efforts leading up to race day. Sponsorship will surely generate in-store traffic and help promote your product/company.

## Printed Materials

Sponsors of The Memorial Day Classic will receive sponsorship credit depending on sponsorship level. Your business logo may be included on materials such as: registration forms, flyers, websites, posters and banners. Some sponsor logos will appear on the race t-shirt (see sponsorship levels for details). **All logos must be submitted in both vector and jpeg formats.**

## On-Site Promotion

Sponsors have the opportunity to exhibit and display their products at The Memorial Day Classic event. Possible on-site ideas include promotional table displays, banners or other signage, merchandise giveaways and product sampling.

# Levels of Sponsorship:

- Platinum Sponsor
- Gold Sponsor
- Silver Sponsor
- Bronze Sponsor
- Start/Finish Line Sponsors
- Course Marker Sponsors

## **Platinum Sponsor**

### **\$5,000.00**

- Right to be an exclusive sponsor in your specialty or market segment
- Sponsor name and/or logo prominently displayed on the race t-shirt
- Sponsor name/logo prominently displayed on the registration form if received in time for printing
- Sponsor name included in advertisements, press releases, public service announcements, and other promotional material if received in time for printing
- Sponsor listed on The Memorial Day Classic web site
- Sponsor recognized during awards ceremony
- 10 free entries to the races
- Sponsor has the option to have a table, banner or other presence at the event and to distribute promotional pieces

## **Gold Sponsor**

### **\$2,500.00**

- Sponsor name and/or logo displayed prominently at the top of race t-shirt
- Sponsor name/logo listed on the registration form if received in time for printing
- Sponsor listed on The Memorial Day Classic web site
- Sponsor recognized during awards ceremony
- 5 free entries to the races
- Sponsor has the option to have a table, banner or other presence at the event and to distribute promotional pieces

## **Silver Sponsor**

### **\$1,000.00**

- Sponsor name and/or logo displayed on race t-shirt
- Sponsor name/logo listed on the registration form if received in time for printing
- Sponsor listed on The Memorial Day Classic web site
- Sponsor recognized during awards ceremony
- Sponsor has the option to have a table, banner or other presence at the event and to distribute promotional pieces
- 2 free entries to the races

## **Bronze Sponsor**

### **\$500.00**

- Sponsor name displayed on race t-shirt
- Sponsor name listed on the registration form if received in time for printing
- Sponsor listed on The Memorial Day Classic web site
- Sponsor recognized during awards ceremony
- Sponsor has the option to have a table, banner or other presence at the event and to distribute promotional pieces
- 1 free entry to the race

## **Starting Line Sponsor**

### **\$1,500**

- Sponsor has exclusive rights to have a table, banner or other presence at the start line and to distribute promotional pieces
- Sponsor name and/or logo displayed on race t-shirt
- Sponsor name/logo listed on the registration form if received in time for printing
- Sponsor listed on The Memorial Day Classic web site
- Sponsor recognized during awards ceremony
- 3 free entries to the races

## **Finish Line Sponsor**

### **\$1,500**

- Sponsor has exclusive rights to have a table, banner or other presence at the finish line and to distribute promotional pieces
- Sponsor name and/or logo displayed on race t-shirt
- Sponsor name/logo listed on the registration form if received in time for printing
- Sponsor listed on The Memorial Day Classic web site
- Sponsor recognized during awards ceremony
- 3 free entries to the races

## **Course Marker Sponsor**

### **\$250**

- This sponsorship is for families or individuals as well as businesses who may want to have their business or loved one recognized along the course.
- Sponsor has the right to place a sign at designated marker. Sponsor must supply a sign with their logo and a metal yard stand. The dimensions of the sign should be approximately 24" wide by 18' tall. We will need the sign by May 18<sup>th</sup>.
- Sponsor or honorarium listed on The Memorial Day Classic web site

## Sponsorship Agreement 14th Annual Memorial Day Classic

This agreement is made by and between The Memorial Day Classic,  
a fundraising event in support of Cumberland Crisis Pregnancy Center, and

\_\_\_\_\_

(hereinafter referred as "Sponsor") and dated this

\_\_\_\_\_ day of \_\_\_\_\_.

The Memorial Day Classic agrees to provide the following services and privileges to the sponsor as outlined in the sponsorship prospectus:

- Platinum Sponsor
- Gold Sponsor
- Silver Sponsor
- Bronze Sponsor
- Start/Finish line Sponsors
- Course Marker Sponsors

Other terms mutually agreed upon (if none, so state):

\_\_\_\_\_

Sponsor shall pay The Memorial Day Classic the sum of \$\_\_\_\_\_

Of which sum is due and payable within 30 days of this contract or  
by **April 1, 2020** (whichever is sooner).

If the sponsor is distributing promotional items, they need to be submitted to The Memorial Day Classic by May 1, 2020 for approval. (Email [ccpc@ccpchope.org](mailto:ccpc@ccpchope.org))

**All logos must be submitted to The Memorial Day Classic in both vector and jpeg formats. They must be received by April 1, 2020 to be included on the T-shirt and other promotional materials.**

I give permission for this donation to be applied to the Cumberland Crisis Pregnancy Center general operating fund, if it is not needed for The Memorial Day Classic expenses.

**For the Memorial Day Classic:**

**For the Sponsor:**

By: \_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Witness: \_\_\_\_\_

Witness: \_\_\_\_\_

Witness: \_\_\_\_\_

Witness: \_\_\_\_\_

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