

## Information for Sponsorship of the *k5k: A Run for Kendra*

**Event:** *k5k: A Run for Kendra*

**Date:** Saturday, November 20, 2021

**Purpose:** *To honor and celebrate the life of Kendra R. Atherton and to raise money for a scholarship fund in her name for the benefit of a college-bound high school senior who has lost a parent to cancer and who displays the qualities possessed by Kendra.*

Sponsors may be corporations, groups, families or individuals.

\*\*\*We are a Virginia Charitable Organization (501(c)(3) corporation), tax ID # 47-3909531. Therefore, your donations are tax-deductible to the fullest extent of the law.

\*\*\*Deadlines for the printing of run t-shirts and signage mandate that ALL sponsors, at ANY level, commit **BY NOVEMBER 5, 2021**.

\*\*\*ALL sponsors at ANY level MUST email their logo in highest resolution digital format to [jordan.alex.johnson@gmail.com](mailto:jordan.alex.johnson@gmail.com) BY NOVEMBER 5. The sooner it is received, the better. When emailing the logo, PLEASE SPECIFY WHAT LEVEL OF SPONSORSHIP YOU ARE COMMITTING TO.

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### There are 4 Levels of Sponsorship:

- **PLATINUM:** \$1500 or more, includes:
  - 6 free run registrations
  - Logo on back of the k5k Run t-shirt
  - Recognition as Platinum-level sponsor on *www.k5k.run* (event website).
  
- **GOLD:** \$1000 to \$1499, includes:
  - 4 free run registrations
  - Logo on back of the k5k Run t-shirt
  - Recognition as Gold-level sponsor on *www.k5k.run* (event website).
  
- **SILVER:** \$500 to \$999, includes:
  - 2 free run registrations
  - Recognition as Silver-level sponsor on *www.k5k.run* (event website).
  
- **BRONZE:** \$250 to \$499, includes:
  - 1 free run registration
  - Recognition as Bronze-level sponsor on *www.k5k.run* (event website).

## k5k SPONSOR FORM

**Instructions:** PRINT THIS PAGE and fill out the form. Send form, along with check payable to "k5k: A Run for Kendra", to:

Hunter Atherton  
k5k President and CEO  
506 Treetop Dr, Apt 302  
Virginia Beach, VA 23451

**\*\*Sponsorship Level Selected:**

- PLATINUM (\$1500 or over)  
 GOLD (\$1000 to \$1499)  
 SILVER (\$500 to \$999)  
 BRONZE (\$250 to \$499)

**\*\*This Sponsor is a:**

- Company/Corporation  
 Group  
 Family  
 Individual

**\*\*Select one: We  DO  DO NOT have a logo. If you DO have a logo, send a high resolution digital copy to [jordan.alex.johnson@gmail.com](mailto:jordan.alex.johnson@gmail.com) ALONG WITH the SPONSOR NAME AND LEVEL OF SPONSORSHIP YOU ARE COMMITTING TO.**

**\*\*Name of Sponsor EXACTLY as it is to appear on Website and Signage:**

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**\*\*Point of Contact**

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

**\*\*\*\*After submitting this form, you will be contacted by our Sponsorship Director and given a unique Sponsor Code which is then used by your runner or runners. Your runner or runners will then register for the run at [www.k5k.run](http://www.k5k.run) and use that code at checkout.**