

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 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
1176 Birdneck Lake Dr.
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 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:**

****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 and use that code at checkout.**