



www.fit4fall5k.com



May 2023

Back in 2012, we held our very first Fit 4 Fall 5K on a cold, rainy October morning. A few hundred LECO employees, friends, and family braved the weather to come out to Riverview Park in St. Joseph and walked or ran the muddy course to raise \$3,000 for the Berrien County Cancer Service, the Humane Society, and the Area Agency on Aging.

The following year, the Fit 4 Fall 5K opened to the public, and since that time, we have raised more than \$125,000 for local and national charities and organizations and had over 3500 racers cross the finish line!

This year the event will take place on Saturday, October 14, 2023. We will once again offer a virtual option for our racers who are unable to make it in person or feel more comfortable racing virtually.

Sponsorships from our vendors and local businesses help us continue to provide a quality experience for our community and keep this event affordable for all who want to participate. For 2023, we will once again race to build awareness and raise funds for Caring Circle, LOGAN Autism Learning Center in Southwest Michigan, and the Alzheimer's Association. Sponsorships cover the costs of our race, so that 100% of all registration fees gathered can be donated to our selected charities for the year.

Local charities benefit immensely from our partnerships with local businesses. We are always looking to expand awareness in our community for these important organizations. Your support for this work can be shown by becoming a sponsor, donating an item to the Silent Auction or race swag bags, or providing an item or service for the race itself.

Enclosed you will find a list of Sponsorship Opportunities, a Sponsorship Agreement, and a separate Silent Auction Participant Agreement. Please take some time to review the various options and decide which opportunity is right for you or your business. If you are donating an item or service, we will contact you to make arrangements for pick-up.

Thank you in advance for your consideration. We hope you will join us in celebrating our 11th annual race!

Sincerely,

Maria Hutchins & Veronica Jackson
LECO Corporation
Fit 4 Fall 5K Event Coordinators
info@fit4fall5k.com / 269-985-5496



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Sponsorship Opportunities

Presenting Sponsor (\$2000 and above)

- Logo listed alongside LECO logo as presenting sponsor on the following items:
 - Race day banner, race shirt, event website, goody bag
- Sponsor recognition in pre-race advertising (press releases, flyers, radio, etc)
- Up to 5 free race registrations for employees, or discounted registrations (\$2 off) for all employees

Presenting Sponsors must agree to the following:

- Provide up to 500 promotional items (minimum of \$500 value) with company or organization logo for race Goody Bags (items must be ready by September 1)
- Partner with us to help promote and encourage attendance to your employees and/or customers through the use of flyers, posters, e-mails, signs, etc. (will be provided to you)

Bib Sponsor/Limit 1 (\$1500)

- Logo on race bibs
- Logo on back of race shirt
- Logo on event website
- Logo on race Goody Bag
- Logo on sponsorship banner day of event
- Two complimentary race registrations

Platinum Sponsor (\$1000)

- Logo on back of race shirt
- Logo on event website
- Logo on race Goody Bag
- Logo on sponsorship banner day of event

Diamond Sponsor (\$500)

- Name on back of race shirt
- Name on event website

Gold Sponsor (\$250)

- Name on event website

Goody Bag Sponsor

Donate an item with your name or logo to go in the race Goody Bags. Complimentary pick-up of items is available, must provide a minimum of 500 pieces. *Items must be received by September 1, 2023*

In-Kind Sponsor

We also welcome donations for the following items, needed to produce a successful event. For your convenience, we offer complimentary pick-up of all items. Sponsorship level will be determined by value of donation. Previous in-kind donations have included:

- Event Advertising or Promotional Assistance
- Snack items for participants immediately following the race (fruit, granola bars, pre-packaged snacks, etc.)
- Coffee/Tea, Ice, Bottled Water
- Event Supplies or Gift Cards

Raffle/Silent Auction Participant

If a sponsorship opportunity is not right for you or your business, please consider donating an item, gift card, or service certificate to our Raffle/Silent Auction. Please complete the attached *Raffle/Silent Auction Participant Agreement*. All silent auction participants will receive sign recognition the day of the event.



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Sponsorship Agreement

Donor/Company Name: _____

Contact Name: _____

Street Address: _____

City/State/Zip: _____

Contact Phone Number: _____ Contact Email: _____

Company/Organization Email: _____

Printed Contact Name: _____ Contact Signature: _____

Mail check payable to *LECO Corporation*

or check here ☐ to pay by credit card. An invoice will be sent to you via PayPal.

Yes, I would like to sponsor this event at the following level:

- ☐ Presenting Sponsor* (\$2,000 +)
- ☐ Bib Sponsor/Limit 1* (\$1,500)
- ☐ Platinum Sponsor* (\$1,000)
- ☐ Diamond Sponsor (\$500)
- ☐ Gold Sponsor (\$250)

If you wish to donate to the Silent Auction, please fill out the separate Silent Auction Participant Agreement

Yes, I would like to donate an item to the Fit 4 Fall 5K for the following:

- ☐ Race Goody Bag ☐ In-Kind Donation

Description of Item

_____ Value _____

_____ Value _____

- ☐ Item is enclosed
 - ☐ Please contact me to arrange pick-up of the item
- Contact number or e-mail _____

Please return this form, along with payment to the following address:

LECO Corporation | C/O Fit 4 Fall 5K
3000 Lakeview Ave. | St. Joseph, MI 49085
Make checks payable to: LECO Corporation

**Presenting, Bib, and Platinum Sponsors:*

Please email a high-resolution vector file of your logo to: lauren_najera@leco.com

A letter acknowledging the donation will be mailed upon receipt of payment.

Funds benefit Caring Circle, LOGAN Autism Learning Center in Southwest Michigan, Alzheimer's Association



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Silent Auction Participant Agreement

All participants will receive sign recognition the day of the event.

Donor/Company Name: _____

Contact Name: _____

Street Address: _____

City/State/Zip: _____

Contact Phone Number: _____ Contact Email: _____

Company/Organization Email: _____

Printed Contact Name: _____ Contact Signature: _____

Yes, I would like to donate an item to the Fit 4 Fall 5K Silent Auction.

Description of Item

_____ Value _____

_____ Value _____

- ☐ Item is enclosed
☐ Please contact me to arrange pick-up of the item
Contact number or e-mail _____

Please return this form to the following address:

LECO Corporation | C/O Fit 4 Fall 5K
3000 Lakeview Ave. | St. Joseph, MI 49085

If you have questions, please contact: lauren_najera@leco.com

A receipt is available upon request.

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