

Sponsorship Letter

Race to Read 5K Run - Walk



Benefiting Reach Out and Read KC

Saturday, August 26, 2017 at Swope Park

We cordially invite you to participate as a Sponsor for our 1st annual Race to Read 5K Run/Walk.

This event will raise money to support Reach Out and Read Kansas City (www.reachoutandreadkc.org), a non-profit agency dedicated to providing new books to nearly 30,000 low-income children, ages birth to 5, during well-child checkups at our 50+ clinics located throughout Greater Kansas City.

Your sponsorship helps to defray the cost of organizing the event. Funds received from sponsorships are used to purchase t-shirts for registered race participants, awards, and complimentary drinks and snacks. Any additional money will help go toward our fundraising goal of \$5,000.

There are various levels of sponsorship for the Race to Read 5K Run · Walk. Size and placement of logos on t-shirts and website are based on sponsorship level. All printed sponsors paid or pledged by August 1, 2017 will be guaranteed acknowledgment at sponsorship levels listed below.

Platinum Sponsor- \$2,500

- Listed as top sponsor on website with logo and link
- Prominent (larger logo located on top back of t-shirt) logo on race t-shirt
- Special PA announcements mentioning sponsor name during event
- Social Media recognition 3-4 times at minimum
- Signage at event
- 8 complimentary race entries

Gold Sponsor- \$1,000

- Listed as sponsor on website with logo and link
- Logo on back of race t-shirt
- Social media recognition 2-3 times at minimum
- Signage at event
- 4 complimentary race entries

Silver Sponsor- \$500

- Listed as sponsor on website with link
- Logo on back of race t-shirt
- Social Media 1-2 times at minimum
- Signage at event
- 2 complimentary race entries

Bronze Sponsor - \$250

- Listed as sponsor on website with link
- Logo on back of race t-shirt
- Social Media at least once
- 1 complimentary race entry

Sponsorship Form

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Company Name: _____
(Please write your company name exactly how you would like it to appear)

Address: _____

City, State, Zip Code: _____

Contact Person: _____

Contact Email: _____

Phone Number: _____

Website Address: _____

1. Sponsorship Level (Please Circle)

- a. \$2,500
- b. \$1,000
- c. \$500
- d. \$250
- e. Other

2. Logos/art work should be submitted to racetoread@rorkc.org as follows:

- a) Logos for t-shirts will be printed only in one color and should be submitted as a vector file.
- b) Logos for t-shirts will be printed only in one color and should be submitted as a vector file.
- c) Logos for website should be submitted as 72 dpi JPEG or EPS files. Most Photoshop and Illustrator files can also be accepted.
- d) Sponsors that receive complimentary race entries as part of their sponsorship can register for 5K by providing participant information to racetoread@rorkc.org.
- e) Checks may be made payable to Reach Out and Read Kansas City and mailed to:

Race to Read 5K Run · Walk c/o
Reach Out and Read KC
Mail Stop 1051
3901 Rainbow Blvd
Kansas City, KS 66160

Please mail checks and a completed copy of this form with a postmark no later than August 1, 2017.