



5th Annual Victoria Sousa 5K Run/Walk
Sunday, October 14, 2018
Colt State Park
Bristol, Rhode Island

www.VictoriaSousaFoundation.org

Dear Friends,

We are happy to present the sponsorship opportunities for the 5th Annual Victoria Sousa 5K Run/Walk to be held in Colt State Park, Bristol, Rhode Island on Sunday, October 14, 2018. The Victoria Sousa 5K Run/Walk was established to promote scholarship and flu vaccination awareness. To date, over \$166,000 was raised and over 400 individuals received flu vaccinations.

The Victoria Sousa Foundation is very proud that **the race proceeds directly benefit local Rhode Island students in need.** *To date, the Victoria Sousa Foundation has provided scholarships to 14 deserving students attending St. Mary Academy – Bay View in East Providence, Rhode Island and St. Philomena School in Portsmouth, Rhode Island. All donations are tax deductible.* Receipts affirming sponsorship donations will be provided; for more information on the Victoria Sousa Foundation please visit www.VictoriaSousaFoundation.org.

Victoria Marie Sousa of Bristol died unexpectedly on October 26, 2009 of the H1N1 Flu Virus. She was 12-years old and in the 7th grade at St. Philomena School. A gifted athlete, Victoria participated in soccer, basketball, lacrosse, cross-country, and gymnastics. *To raise awareness of the illness that took her, flu vaccinations will be available to all participants and their families and friends.*

The committee is offering several levels of sponsorship. Sponsors will be recognized on the race T-Shirt and in all race promotions. Prominence of each sponsor's display will increase according to the chosen level of participation. Website traffic is always brisk with viewing by friends, the local running community, and others far and wide. See photos from last year's race on Facebook: <http://www.facebook.com/VictoriaSousaFoundation>

Specialty advertising items, donated by sponsors, will be given to all runners with their race packets. As an added benefit and weather permitting, sponsors may display and promote merchandise or services with donor-provided banners and other means established with the race committee. Each sponsor will provide the display materials, banners, etc. In compliance with State law, no commerce can be transacted.

This is a wonderful opportunity for sponsors to affirm their dedication to the community and to the cause of scholarship and flu awareness.

Please review this package of information. Pay close attention to the page detailing the Sponsorship Opportunities and what you can expect to receive for your donation. If you wish to help us, please fill out and return the Sponsorship Form. To assist in planning, please respond no later than August 31, 2018.

Thank you in advance for your support of the Victoria Sousa 5K Run/Walk!

Cathy & Lou

Cathy and Lou Sousa

Victoria Sousa Foundation

232 Hope Street, Bristol, RI 02809

401-474-8306 ♦ cathy@VictoriaSousaFoundation.org

Tax ID No. 47-1984297

Sponsorship and Participation Opportunities

PREMIER Sponsor - \$7,500

Bronze level sponsorship plus:

- Premier logo placement on TOP BACK of T-Shirts
- 3 Course Signs (1 per mile marker)
- Banners at Start/Finish and Awards Table
- Premier spot for display to showcase your merchandise or services (no commerce)
- Tag listing in all print ads and on race application
- 15 Free Registrations

PLATINUM Sponsor - \$5,000

Bronze level sponsorship plus:

- Prominent placement on BACK of T-Shirts
- Notable placement of signage at key areas of the course to be determined (i.e., water station, registration, start/finish)
- Banners at Start/Finish and Awards
- Ideal spot for display to showcase your merchandise or services (no commerce)
- Tag listing in all print ads and on race application
- 10 Free Registrations

GOLD Sponsor - \$2,500

Bronze level sponsorship plus:

- Logo placement on back of T-Shirts
- Notable placement of signage at key areas of the course to be determined (i.e., water station, registration, start/finish)
- Spot for display to showcase your merchandise or services (no commerce)
- Tag in all print ads
- 5 Free Registrations

SILVER Sponsor - \$1,500

Bronze level sponsorship plus:

- Logo placement on back of T-Shirts
- Prominent placement of signage at key areas of the course to be determined (i.e., water station, registration, start/finish)
- Spot for display to showcase your merchandise or services (no commerce)
- 3 Free Registrations

BRONZE Sponsor - \$500

- Logo placement on back of T-Shirts
- Prominent placement of signage on the course to be determined (i.e., water station, registration, start/finish)
- Spot for display to showcase your merchandise or services (no commerce)
- 2 Free Registrations

Race PATRON - \$250

- 2 Free Registrations

Donations

We love and appreciate your support! General donations can be made out to "Victoria Sousa Foundation" and mailed to: 232 Hope Street, Bristol, RI 02809

The 5th Annual Victoria Sousa 5K Run/Walk will attract over 300 runners and walkers from across New England to Colt State Park on Sunday, October 14, 2018.

Race proceeds will be donated to the Victoria Sousa Foundation to provide scholarships to students in need to St. Mary Academy – Bay View and St. Philomena School.

Important Features for 2018 Run/Walk

www.facebook.com/VictoriaSousaFoundation

Previous Media Coverage – Ads & PR

- Eastbay Newspapers
- The Bay
- Providence Journal – Eastbay
- WJAR Channel 10 Feature
- WLNE ABC6
- Community Calendars

Promotion

- St. Mary Academy – Bay View students, parents & sport's teams
- St. Philomena School students, parents & sport's teams
- Health Clubs
- Sporting Goods stores
- Soccer clubs

Awards

- Top Male & Female Overall
- Top Male & Female Age Group Awards:
 - 18 & Under; 19-29; 30-39; 40-49; 50-59; and, 60 & Over
- Top Teams

1 Mile Fun Run/Walk prior to 5K Run/Walk

- 9:30 AM – 1-mile fun run/walk

Race Volunteers

- St. Mary Academy – Bay View
- St. Philomena School

Web Site Listings

- RaceWire
- Facebook
- Victoria Sousa Foundation

2018 Victoria Sousa 5K Run/Walk Sponsorship Form

Yes, I would like to be a Sponsor!

- PREMIER Sponsor - \$7,500
- PLATINUM Sponsor - \$5,000
- GOLD Sponsor - \$2,500
- SILVER Sponsor - \$1,500
- BRONZE Sponsor - \$500
- Race PATRON - \$250

No, I am not interested in sponsorship, but please accept my donation! \$ _____

Questions? Please contact Cathy Sousa at 474-8306 or cathy@VictoriaSousaFoundation.org.

Please make checks payable to "Victoria Sousa Foundation" and mail to:

Cathy Sousa
232 Hope Street
Bristol, RI 02809

Contact Name: _____

Name on Shirt: _____

Email logo to: deb@deb-nelson.com

Address: _____

City: _____

State: _____

Zip: _____

Phone: _____

Email: _____



Thank you for your support!

Please send this form along with your sponsorship check payable to the Victoria Sousa Foundation to the address above.

If you have any questions about sponsorship for the race or if you desire further information, please contact Cathy Sousa at 474-8306 or cathy@VictoriaSousaFoundation.org.

Many Thanks to Our 2017 Sponsors



The Clemens Family



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