

## **Ashby Appreciation Days 2021 5K, 10K, & 1K Family Fun Run Sponsorship Letter**

On behalf of the Ashby Legacy Fund Community Team, I invite your business to participate as an Event Sponsor for the 2021 Ashby Appreciation Days 5K, 10K, and Family Fun Run on Saturday, July 17<sup>th</sup>. This annual event raises money to fund the Ashby Legacy Fund, which is a non-profit organization that supports the Ashby Public School, scholarships for Ashby graduates, local projects (including this year's city park basketball court refurbishment project), and community events (including the Appreciation Days weekend, Halloween Trunk or Treat on Main Street, and Santa Day).

Your sponsorship helps defray the cost of organizing the event. Funds received from sponsorships are used to purchase advertising, awards and medals for top finishers, and T-shirts, snacks, and water for participants. Any additional money from sponsorships will go toward fundraising for the Ashby Legacy Fund. **Our race has grown to over 200 racers, and in 2019, we raised \$2900 with this event!**

There are various levels of sponsorship for the race. Sponsorship can be in the form of cash or of goods/services, including signage, advertising, T-shirts, and refreshments for participants. Size and placement of logos or company names on the Sponsor Board and T-shirts are based on sponsorship level. Logos or company names on T-shirts will be printed in 1-color ink.

### Sponsorship Levels by monetary amount or non-monetary donation value

- **All sponsors will receive:**
  - Acknowledgement on the Ashby Appreciation Days 5K/10K Event page on Facebook and on the [www.ashby5k.com](http://www.ashby5k.com) website
  - Listing on the Sponsor Board, which will be displayed prominently at the race registration and packet pick-up sites
  - Inclusion of your company's promotional materials (brochures, business cards, coupons, pens, magnets, etc) in the race bag given to each registered participant
- **Silver (\$75-\$124):**
  - Small logo on T-shirt
- **Gold (\$125-\$174):**
  - Medium logo on T-shirt + 1 free race entry
- **Platinum (\$175-\$249):**
  - Large logo on T-shirt + 2 free race entries
- **Diamond (\$250 or more):**
  - Large logo on T-shirt + 2 free race entries + company name on a route marker

**The ALF Community Team must receive sponsorship registration forms no later than June 22nd to guarantee inclusion of logos or company names on T-shirts and signage.**

If you have any questions, please email me at [ashby5km@gmail.com](mailto:ashby5km@gmail.com), visit [www.ashby5k.com](http://www.ashby5k.com), or call/text me at **218-535-1223**. Thank you for supporting our organization and our event!

Erin Peterson  
Ashby Appreciation Days 5K Director & ALF Community Team Leader

**Ashby Appreciation Days 5K, 10K, & 1K Family Fun Run  
2021 Sponsorship Form**

Business Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Business Address \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Sponsorship Level (Check one):

Silver (\$75-\$124)

Gold (\$125-\$174)

Platinum (\$175-\$249)

Diamond (\$250 or more)

Business name with exact spelling and capitalization as it will appear on our website, Facebook page, Sponsor Board, and (if applicable) T-shirts:

\_\_\_\_\_

***If you would like a logo to be used on the T-shirt, please email a high-resolution JPEG image or GIF to ashby5km@gmail.com. Ideally, this image would be in 2 colors (B&W not grayscale)***

Payment amount enclosed: \$ \_\_\_\_\_ Cash \_\_\_\_\_ Check \_\_\_\_\_

Non-monetary donation description and estimated value:

\_\_\_\_\_

Sponsorship Registration forms must be completed and received by the ALF Community Advisory Team **no later than June 22<sup>nd</sup>** to guarantee inclusion of logos/company names on T-shirts and signage as above.

**Please make checks payable to “Ashby Legacy Fund”** and mail completed registration forms to **“Appreciation Days 5K” c/o ALF Community Advisory Team, PO Box 301, Ashby, MN 56309.**

Alternatively, Sponsorship Registration forms and payments can be delivered to Heather Rossum at Lakeside Lumber. If you have any questions, please email us at **ashby5km@gmail.com** or call/text me at **218-535-1223** (Erin Peterson).