



**Super Sunday Road Race  
Electric 5k + 1 Mile FunRun  
The Official Las Cruces Thanksgiving Day Turkey Trot**

**Summer Youth Running Program**

January 28, 2019

To: Las Cruces area businesses, corporate entities, and health service organizations,

**Re: Sponsor request for Las Cruces Running Club events**

Since 2011 Las Cruces Running Club (LCRC) has been the backbone of the Las Cruces running community. We have developed a series of quality annual races run on closed courses; Electric 5k, Thanksgiving Day Turkey Trot and Super Sunday Road Race draw more than 1000 runners.

Importantly, LCRC has established the Summer Youth Running Program, receiving stipends from the City of Las Cruces Parks and Recreation Board to initiate the program and help it grow. LCRC is also funding the program through profits from our races. The program consists of one-mile races free to youth who are in the 8th grade and younger. The program culminates with a one-mile race and prize party for all participants. Our support for young runners continues all year with youth 14 and under allowed free entry in all our races.

**We are inviting sponsors to support our annual events:  
Super Sunday Road Race, Summer Youth Running Program,  
Electric 5K, and Thanksgiving Day Turkey Trot.**

*LCRC offers sponsor support through our website, logo placement on race shirts and event banners, as well as product and literature placement and promotion to participating runners at events.*

**Sponsor levels: Olympic - \$2000 (identified in ALL LCRC communications)**

**Gold \$1000 / Silver \$500 / Bronze \$250 / Media Sponsor (provide online, print, radio, tv)**

LCRC is a 501 (C) (4) Non-Profit Organization dedicated to promoting the development and growth of area running, running events and supporting the interests of recreational runners throughout the Las Cruces area. Sponsorships are tax-deductible business expenses for the contributor. Join our Club!

Please consider if your business or organization can contribute and support the healthy activity of running, the running community in this area, and running race events produced by Las Cruces Running Club.

**Summer Youth Running Program offers an excellent dedicated Sponsor opportunity for growth and exposure.**

**Please contact us to discuss or if you have any questions by email or phone:**

**Randy Castellano:** (Las Cruces Running Club) 575-640-8721

**Mike Lilley:** (Las Cruces Running Club) lilley@zianet.com / 575-312-2584

**For Summer Youth Running Program details contact:**

Ali Graham: (Las Cruces Running Club) 575-993-3024

Please visit our web site [lascrucesrunningclub.com](http://lascrucesrunningclub.com) and "**Thank you**" for your time and consideration,

**LAS CRUCES RUNNING CLUB**