

Ashby Appreciation Days 2020 5K, 10K, & 1mi Family Fun Run Sponsorship Letter

On behalf of the Ashby Legacy Fund Community Advisory Team (formerly known as the Ashby Community Club), I invite your business to participate as an Event Sponsor for the 2020 Ashby Appreciation Days 5K, 10K, and Family Fun Run on Saturday, July 18th. 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, 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 last year 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, door prizes, 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/1mi Event page on Facebook and on the 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 Advisory 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, visit 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 Director

Ashby Appreciation Days 5K, 10K, & 1mi Family Fun Run 2020 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 22nd** 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 313, 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).