



## BRENTWOOD FIRECRACKER 5K

### 35 YEARS AND STILL RUNNING!

The 35<sup>th</sup> Annual Brentwood Firecracker 5K will take place on Wednesday, July 5, 2018. In 2017, there were over 2,000 participants earning this race the distinction of being one of the largest 5K races in Western Pennsylvania. The course for the race is on Brownsville Road, the same route as the Brentwood July 4th parade, which takes place immediately after the completion of the 5K. Hence, thousands of spectators are present for both the 5K race and the parade.

We are asking for sponsors for this event as it would not be possible without the generous donations from our local businesses and organizations. Proceeds from this event are distributed among local organizations such as the Brentwood Parade & Fireworks committee, Brentwood Food Pantry, Brentwood Public Library, Drop the Puck on Cancer, and other organizations. This has been a long - standing tradition and provides a boost to the community of Brentwood.

Enclosed is a list outlining the different levels of sponsorship. Your business or organization may prefer to provide gift certificates, food / drink, or items for door prizes that are raffled off to race participants after the race.

Thank you in advance for your consideration of becoming a race sponsor. Please email [info@brentwood5k.com](mailto:info@brentwood5k.com) or call Kira at (412) 818-6115 with any questions regarding sponsorship.

Sincerely,

Kira Kellner  
Race Director

2018 BRENTWOOD FIRECRACKER 5K  
SPONSORSHIP FORM

Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zip Code \_\_\_\_\_  
Contact Name \_\_\_\_\_ Phone \_\_\_\_\_  
Sponsorship Level: \_\_\_\_\_

**Platinum Sponsor \$1,000**

- Logo placement on banner across Brownsville Road
- Logo placement on commemorative race shirt
- Logo placement on race application (printed in mid-May)
- Logo with hyperlink placed on Website: ([www.brentwood5k.com](http://www.brentwood5k.com))
- Highlight on social media: ([www.facebook.com/brentwood5k](http://www.facebook.com/brentwood5k))
- Logo on all communications to past participants (postcard, emails, etc.)
- Logo placement in "video roll" (official finishers video available to runners post-race)

**Gold Sponsor \$500**

- Logo placement on commemorative race shirt
- Logo placement on race application (printed in mid-May)
- Logo with hyperlink placed on Website: ([www.brentwood5k.com](http://www.brentwood5k.com))
- Highlight on social media: ([www.facebook.com/brentwood5k](http://www.facebook.com/brentwood5k))
- Logo on emails (to all past participants)

**Silver Sponsor \$250**

- Logo placement on race application (printed in mid-May)
- Logo with hyperlink placed on Website: ([www.brentwood5k.com](http://www.brentwood5k.com))
- Highlight on social media: ([www.facebook.com/brentwood5k](http://www.facebook.com/brentwood5k))

**Centennial Sponsor \$100**

- Logo with hyperlink placed on Website: ([www.brentwood5k.com](http://www.brentwood5k.com))

**Product Sponsor - In-Kind**

If you would like to make a product donation (ie. Gift Cards for prizes or items for race bags (2,000 qty) such as: Water bottles, key chains, lip balm, towels, etc.) in exchange for promotional services, it would be greatly appreciated.

- Logo with hyperlink placed on Website: ([www.brentwood5k.com](http://www.brentwood5k.com))

Please fill out and return by April 30<sup>th</sup>, 2018. Sponsorships and donations will be accepted after this date but your name and logo may not appear on race application or banner but it will be included in all other promotional material.

Please make check payable to **Brentwood Firecracker 5K** and mail to:  
Kira Kellner 3930 Lawnview Avenue, Pittsburgh, PA 15227.