



**THE ROTARY CLUB  
OF FARMINGTON**  
222 Main Street, Suite 258  
Farmington, CT 06032  
**2016-17**  
**BOARD OF DIRECTORS**

**Officers**

- Phil Chabot - *President*
- Ken Coco - *Immediate Past President*
- Ron Llewellyn- *President-Elect*
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- Jon Landry - *Foundation Director*
- Rose Ponte - *Membership Director*
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**ROAD RACE COMMITTEE**

- Mike Freeman – *Co-Chairman*
- Ken Miller – *Co-Chairman*
- David Barrett
- Robin Barrett
- Bette Case
- Ron Llewellyn



Dear Friend,

The 9th Annual Farmington Rotary 5K Road Race will be held on Sunday, September 25th. As it did last year, the 2016 race course will follow the trail toward Collinsville before turning south to follow the route along the river back to Unionville. This beautiful course will challenge runners and walkers alike.

This year we are making several changes that will attract more competitors and raise the profile of the race, including:

- A \$100 prize for the both the first man and the first woman to break the course record.
- The Lee Chisholm Award for the first Farmington finishers, male and female.
- Merchandise awards from local merchants for 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place finishers in all seven age groups.

The Rotary Club of Farmington is a non-profit service organization. Monies raised at this event will be used to help fund our scholarship program for graduating high school students and our charitable support of local and international projects. In past years we have supported organizations including the Farmington Public Library, *Special Olympics CT*, *Camp Courant*, *Favrah*, the Farmington High School music department and, internationally, water projects in Sierra Leone and Guatemala and the Rotary International Polio Plus Campaign to eradicate polio throughout the world.

Your financial support will help us meet our challenge. Please consider a contribution to this event in one of the following categories:

- ELITE \$ 5,000
- GOLD \$ 2,500
- SILVER \$ 1,000
- BRONZE \$ 500
- RUNNER \$ 250

Supporting this event will provide positive community exposure for your business. I will be happy to meet with you to discuss how you can help us meet our goal.

Thank you.

Sincerely,

The Rotary Club of Farmington

**Farmington Rotary 5k Road Race**  
**Sunday, September 25, 2016**



# Farmington Rotary 5k Road Race

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## The Lee Chisholm Award

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At the 2016 Farmington Rotary 5K Road Race, the **Lee Chisholm Memorial Award** will be presented to the first Farmington resident male and female finishers. Their names and finishing time will be inscribed on a plaque that will honor the memory of Lee Chisholm.

Lee was one of the “Founding Fathers” of running in the town of Farmington. He started running before running was popular and won his first race in 1945 at the age of 14. Lee ran his first Boston Marathon in 1955 and finished 38th, he ran over 20 marathons. In 1957, he ran the Boston Marathon and finished 18th. In 1971, as coach of the Farmington High School Boys Cross Country Team, he was awarded State Coach of the Year by the Connecticut Interscholastic Athletic Conference. He led the FHS Boy’s team to four consecutive state championships from 1971 to 1974. In 1973, he started the first Girls team. In the summer he organized one of the first running series in the State at Tunxis Mead. One of his former student athletes says it best:

*“He was so good at getting the most out his runners because he believed in them. He was extremely good at motivating young runners. He taught me to work hard for sure, but more importantly to believe in myself. He was a serious coach, but he also made it fun. He taught each athlete from day one how to set goals, and how to visualize achieving them! He made me love the sport of running and is the reason I'm still running today!”*

As Town Planner for Farmington, Lee was responsible for establishing Tunxis Mead Recreation Park and played a major role in the planning of Winding Trails. Anytime people think of Lee, it brings a smile to their faces and a feeling of joy in their hearts. Lee was a man who truly loved all sports and to run. Lee died in March of 2010 after a valiant fight with Parkinson's disease.



# Farmington Rotary 5k Road Race Sponsorship Levels

## ELITE FINISH LINE SPONSOR

**\$5,000**

- Organizational materials and/or banner hung in prominent place on race day.
- Logo prominently displayed on signage promoting the race.
- Logo prominently displayed on race T-shirts.
- Logo prominently displayed on the finish line banner and all other signage throughout the race day.
- Logo displayed on all event-related literature and the race website, *www.RotaryRoadRace.org*.
- Name highlighted in all press releases sent to Connecticut media, including area newspapers.\*

## GOLD SPONSOR

**\$2,500**

- Logo prominently displayed on all signage promoting the race.
- Logo prominently displayed on signage throughout race day.
- Logo prominently displayed on race T-shirts.
- Logo displayed on all event-related literature and the race website.
- Name highlighted in all press releases sent to Connecticut media, including area newspapers.\*

## SILVER MILE SPONSOR

**\$1,000**

- Name prominently displayed on Mile signs on race course and other event-site signage throughout race day
- Logo prominently displayed on race T-shirts.
- Logo displayed on all event-related literature and the race website.
- Name highlighted in all press releases sent to Connecticut media, including area newspapers.\*

## BRONZE SPONSOR

**\$500**

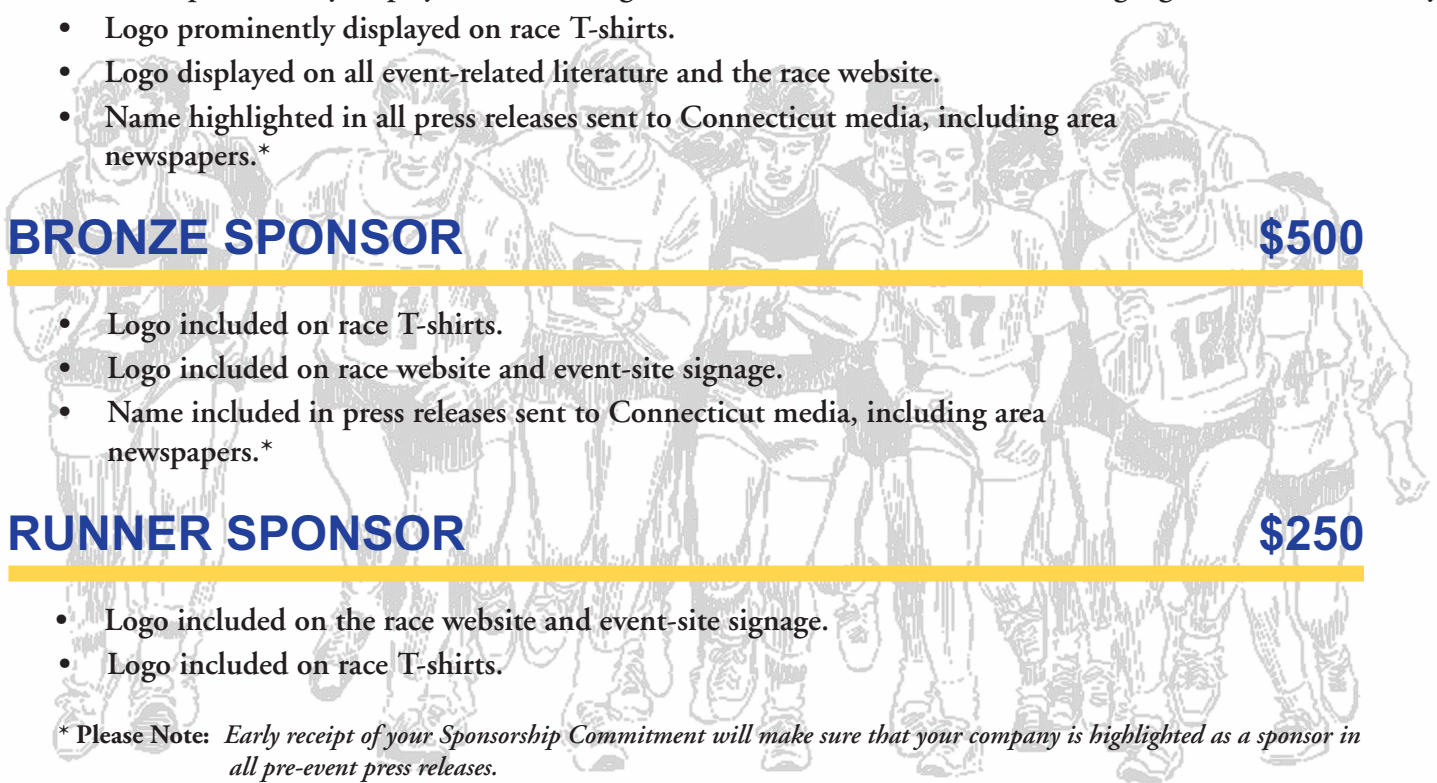
- Logo included on race T-shirts.
- Logo included on race website and event-site signage.
- Name included in press releases sent to Connecticut media, including area newspapers.\*

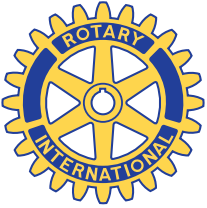
## RUNNER SPONSOR

**\$250**

- Logo included on the race website and event-site signage.
- Logo included on race T-shirts.

\* Please Note: *Early receipt of your Sponsorship Commitment will make sure that your company is highlighted as a sponsor in all pre-event press releases.*





# 2016 ROAD RACE SPONSORSHIP COMMITMENT

Company Name: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

*My company chooses to support the Rotary Club of Farmington's 2016 5K Road Race at the following sponsorship level:*

___	ELITE	\$	5,000
___	GOLD	\$	2,500
___	SILVER	\$	1,000
___	BRONZE	\$	500
___	RUNNER	\$	250

A check is enclosed in the amount of \$ \_\_\_\_\_, payable to the  
"Rotary Club of Farmington".

*Note: The Rotary Club of Farmington is a 501C(3) organization and your donation is tax-deductible.  
If you need supporting documentation, please contact us.*

Please mail this form with your check to:

**Rotary Club of Farmington  
Attn: Road Race Committee  
222 Main Street, Suite 258  
Farmington, CT 06032**

**Please Note:** To give us time to include your company logo on the runners' t-shirts, please return this form *no later than*  
**September 1<sup>st</sup>.**