



January 6, 2009

Dear Business Owner:

Here is a great opportunity to get your name into the community and to participate in a wonderful charitable event at the same time.

Come join us for the "3rd annual chickEKIDEN 26.2 Mile Relay Race" which is held in conjunction with the "Spring Chicken Festival and Poultry Cook-off" in beautiful downtown Gainesville, GA. On Saturday, April 25, 2009, the Lanier Running Club will once again host runners at this popular community event. After the race, participants, spectators and sponsors can enjoy the Chicken Festival and all of the associated activities.

Here is where you come in. This charitable event offers local businesses a terrific opportunity for increased community visibility while supporting two great causes. All proceeds from the race will benefit Keep Hall Beautiful and the Community Running Programs of the Lanier Running Club. We hope that you will consider participating at this event through a donation of funds, food, goods or services.

Keep Hall Beautiful is a nonprofit organization that is affiliated with both Keep America Beautiful and Keep Georgia Beautiful. They use a two pronged approach in accomplishing its projects. They have hands on projects where volunteers are utilized to do community cleanups, litter control, beautification projects, remove junk cars, clean illegal dumpsites and work with the environmental court and state and local agencies to help clean unkempt properties.

The mission of the Lanier Running Club is to promote the benefits and enjoyment of running in our community. The club sponsors teams of young athletes that participate in events such as the USA Track & Field Junior Olympic Cross Country Championships and the Nike Cross Nationals Southeast Cross Country Championships. The club also holds an All Comers Track & Field Series that provides athletes of all ages the opportunity to train and compete during the summer months.

As a sponsor, your contribution will be recognized in a variety of ways, from prominent display of your company information on all promotional materials to the inclusion of your company name and logo on the official race shirts, depending on your level of sponsorship. (Please see the attached Sponsorship Information sheet for sponsorship options and levels of recognition).

We look forward to working with you for another great event.

Feel free to contact me at 770-533-1128 or mikeat4833ssd@att.net if you have any questions.

Sincerely,

Mike Lunsford
Race Director

2009 *chick*Ekiden 26.2 Mile Relay Race

SPONSORSHIP INFORMATION

PRESENTING SPONSOR

(one at this level)

\$1500.00

- Name included in Event Title on all promotional materials including t-shirt front and race signage.
- Exposure in all printed materials advertising the race and race bag promotional inserts.
- Corporate name and logo on entry forms.
- 2 Complementary team entries and space in the finish area for company promotion.
- Recognition over PA system during the race and awards ceremony.

GOLD SPONSOR

\$750.00

- Sponsorship name prominent on all promotional materials including t-shirt top back and race signage.
- Exposure in all printed materials advertising the race and race bag promotional inserts.
- Corporate name and logo on entry forms.
- 1 Complementary team entry and space in the finish area for company promotion.
- Recognition over PA system during the race and awards ceremony.

SILVER SPONSOR

\$500.00

- Sponsorship name prominent on all promotional materials including t-shirt middle back.
- Exposure in all printed materials advertising the race and race bag promotional inserts.
- Corporate name and logo on entry forms.
- Space in the finish area for company promotion.
- Recognition over PA system during the race and awards ceremony.

BRONZE SPONSOR

\$100.00 - \$250.00

- Sponsorship name on t-shirt lower back.
- Exposure in all printed materials advertising the race and race bag promotional inserts.
- Corporate name and logo on entry forms.
- Recognition over PA system during the race and awards ceremony.

FOOD AND BEVERAGE SPONSOR

- Sponsorship name listed prominently in refreshment area.
- Recognition announced over PA system during the race.



www.LanierRunningClub.org

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Sponsor Fulfillment Worksheet

Please complete form and return by **2/15/2009** to take advantage of all sponsor provisions

Corporation Name:

(as it should appear on all sponsor acknowledgement material and in the media)

Contact Email: _____

Contact Name: _____

Contact Phone: _____

Mailing Address:

Street: _____

City: _____ State: _____ Zip: _____

Payment Instructions:

Amount: (please circle)

\$1500.00 \$750.00 \$500.00 \$250.00 Other _____

Please make checks payable to "Keep Hall Beautiful" and return to the following address:

**Lanier Running Club
P. O. Box 13
Gainesville, GA 30501**

LOGO submission:

Submit logo's in electronic format to: mikeat4833ssd@att.net

Requirements: DPI of 300 or higher in PDF, JPEG or TIFF format.

Will you require promotional space in the finish area? _____

Do you have promotional items for at least 300 bags? _____

For more information, please contact Mike Lunsford @ 770-533-1128 or mikeat4833ssd@att.net
or visit our website at www.lanierrunningclub.org.