



January 1, 2011

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 "5th annual chickEKIDEN 30K Relay Race" and the "Spring Chicken Festival 5K" which are held in conjunction with the "Spring Chicken Festival and Poultry Cook-off" in beautiful downtown Gainesville, GA. On Saturday, April 30, 2011, 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 a great cause. All proceeds from the race will benefit the Youth 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.

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 Track & Field and Cross Country Championships. 137 young athletes participated in the youth program since October 2008 with three individual National Champions and many individual and team podium finishes on the state, region and national levels.



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).

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

Sincerely,

Mike Lunsford
Race Director

2011 *chick*Ekiden 30K Relay Race

SPONSORSHIP INFORMATION

PRESENTING SPONSOR

(one at this level)

“Not Available for 2011 – Presenting Sponsor has been signed”

\$1000.00

- 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.
- 1 Complementary team entry and space in the finish area for company promotion.
- Recognition over PA system during the race and awards ceremony.

GOLD SPONSOR

\$500.00

- 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.
- Space in the finish area for company promotion.
- Recognition over PA system during the race and awards ceremony.

SILVER SPONSOR

\$250.00

- 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.
- Recognition over PA system during the race and awards ceremony.

BRONZE SPONSOR

\$100.00

- Sponsorship name on t-shirt lower back.
- Exposure in all printed materials advertising the race and race bag promotional inserts..
- 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

2011 *chick*Ekiden 30K Relay Race

Sponsor Fulfillment Worksheet

Please complete form and return by **2/28/2011** 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)

\$1000.00 \$500.00 \$250.00 \$100.00 Other _____

Please make checks payable to "Lanier Running Club" and return to the following address:

**Lanier Running Club
P. O. Box 13
Gainesville, GA 30503**

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.