

# Freedom's Run Sponsorship Opportunities

## Help Your Business and Your Community's Health



This year, 2009, marks the historic 150<sup>th</sup> anniversary of the John Brown raid on the Harper's Ferry armory and the beginning battles of the American Civil War. It also marks the beginning of our local area's battle against childhood obesity. While highlighting the historical importance of the area and bringing a commerce stimulating event to our community, **Freedom's Run: A Race for Health and Heritage** will be a highly publicized event that provides meaningful investment for your organization.

**Freedom's Run: A Race for Health and Heritage** will have 2,500 entrants spots available for avid runners, aspiring athletes and our young children. **Freedom's Run** events include a full marathon, 26.2 miles, a half marathon, 13.1 miles, a 10k, 5k and a 1 mile fun run. We will be open to runners and walkers of all abilities. Full marathoners will enjoy the opportunity to run through three National Parks, a first for a marathon in the US. You will also be covering the most hallowed ground instrumental in the formation of our country, including: Antietam Battlefield where 23,000 soldiers were killed, wounded or missing after twelve hours of savage combat on September 17, 1862 and the scenic C and O canal, the life line of commerce in our nations history. The finish line for all the races and their families

will be on the beautiful grounds of Shepherd University, as will the after race festivities. The post race activities include live bands, healthy foods, children's games and the race awards ceremony.



We invite your organization to take advantage of this exceptional advertising and promotional opportunity as participating sponsor. This event will help your organization promote a healthy and active lifestyle and bring the organization to the forefront in the area's battle against childhood obesity. Through **Freedom's Run**, hundreds of thousands of recipients will be exposed to your organization through a variety of media outlets, including newspapers, advertising, direct mailings, t-shirts, banners, vendors and much more. The National Parks, The Quad State Sesquicentennial Events Committee, Regional Tourism Bureaus and Visitor Centers in the 4 State region, National Family Medicine Organizations, Sporting Media, Historical Societies, C & O and National Park Trusts will be providing in kind promotion and visibility for our goals of healthy community and historic preservation.

Our Race Committee and volunteers will provide healthy opportunities for your organizations' employees with in kind seminars and training help for those wishing to

participate. The outcomes of this event will focus on collaboration to build and sustain a



healthy community attached to our immense natural assets. Student learners in various health profession settings will also benefit in their integration into this new model of bringing the “Medical Home” into the backyard- where the real health wellness begins.

Thank you for joining us in this historic event. We look forward to working with you in the coming weeks.

Sincerely,

The Race Committee  
**Freedom’s Run: A Race for Health and Heritage**

**Presenting Sponsor** to support in the amount of 15,000 dollars which gives

the organization:

1. Top billing on all advertising
2. Recognition on all media promotions
3. Sponsor name and logo on all participant technical race wear shirts
4. Logo on all race bibs
5. Sponsor name and logo on promotional brochure.
6. Named as presenting sponsor in local newspapers
7. Only sponsor logo on Commemorative poster
8. Complimentary framed race art poster
9. Sponsor name and logo on advertising poster
10. Sponsor logo on direct mail piece
11. Ten complimentary race entries with race wear shirts
12. Company promotional table at race
13. Logo and link on race website
14. Exclusive invitation to post race VIP party
15. Logo on event day banner

## **Corporate Sponsor** two race sponsorships available

### Sponsor Opportunities

1. Recognition on media promotions
2. Sponsor name/logo on promotional brochure
3. Sponsor name on advertising poster
4. Complimentary framed race art poster
5. Sponsor logo on race T-shirt  
(to be sized by sponsor level)
6. Logo on race bib
7. Sponsor logo on direct mail piece
8. Company promotional table at race
9. Four complimentary race entries  
(includes race T-shirt)
10. Logo on City and Chamber Websites
11. Exclusive invitation to post race VIP party

**Sponsorship: \$5,000**



## Associate Sponsor

### Sponsor Opportunities

1. Sponsor name/logo in print advertisement
2. Sponsor name/logo on event t-shirt
3. Sponsor name/logo in promotional brochure
4. Complimentary framed race art poster
5. Sponsor name on advertising poster
6. Company promotional table at race
7. Display your banner on race day
8. Exclusive invitation to post race VIP party

Sponsorship: \$2,500



## Contributing Sponsor

### Sponsor Opportunities

1. Sponsor logo on race T-shirt  
(to be sized by sponsor level)
2. Sponsor name or logo on promotional brochure
3. Display your banner on race day
4. Sponsor recognition on City and Chamber websites
5. Complimentary framed race art poster
6. Company promotional table at race
7. Exclusive invitation to post race VIP party

Sponsorship: \$1,500



## Supporting Sponsor

Sponsor opportunities

1. Sponsors name or logo on commemorative T-shirt
2. Display your banner on race day
3. Company promotional table at race

Sponsorship: \$750



## Sponsorship Letter of Agreement

Company name: \_\_\_\_\_ agrees to provide a financial sponsorship for the **Freedom's Run: A Race for Health and Heritage**. As a sponsor, I understand that I will receive the applicable sponsorship opportunities described in this packet. I further understand that these opportunities will not be valid until this agreement is signed and my check has been issued to and accepted by the race committee of **Freedom's Run: A Race for Health and Heritage**. As a sponsor, I agree to provide digital art work for all promotional advertising.

Please **check** appropriate sponsorship

Presenting Sponsor: \$15,000

Corporate Sponsor: \$5,000 \_\_\_\_

Associate Sponsor: \$2,500 \_\_\_\_

Contributing Sponsor: \$1,500 \_\_\_\_

Supporting Sponsor: \$750 \_\_\_\_

Sponsor Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip Code \_\_\_\_\_

Representative Name \_\_\_\_\_ Email \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax \_\_\_\_\_

Authorized Sponsor Signature \_\_\_\_\_ Date \_\_\_\_\_

Please send this completed agreement with check made payable to:

**Eastern AHEC** or **Eastern Area Health Education Center**

A check payable to the **Eastern AHEC** is attached.

I would like to pay by VISA/Master Card

Card# \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_

For information contact Chris Amores

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