



Paulding Public Safety Appreciation, Inc.

The 4th Annual Run with the Badges 5K Glow Run is fast approaching. That is why I am reaching out to you today – to invite you to be a part of this year’s race. Since its inception in 2014, our 5K Glow Run has become a much anticipated community event. Run with the Badges is more than just a 5K, it is an opportunity for businesses like yours to show your support for our county’s public safety.

This year’s race is being held on Friday, June 2nd, 2017. As in years past, our 5K Glow Run will be a fun, family friendly event. In fact, the festivities surrounding the race, such as music, vendors and free face painting, draw hundreds of spectators in addition to the race participants.

Run with the Badges has become a signature event for Paulding Public Safety Appreciation, Inc. We set a new record last year with nearly 850 runners. We were able to raise just over \$20,000. This success, however, is only possible because of the generous contributions of our Sponsors.

Our Sponsors help defray the costs associated with the race, such as water for runners, awards and t-shirts for participants. These monetary and in kind donations allow us to focus our efforts exclusively on fundraising. In short, your support of the Run with the Badges 5K Glow Run makes more money available to provide direct aid to Paulding County’s public safety officers.

As you may know, Paulding Public Safety Appreciation Inc. is a 501c3 nonprofit organization. Our organization was founded in 2009 for the express purpose of providing financial aid to our county’s public safety personnel in times of need. By holding successful and community oriented events such as our Glow Run, PPSA has been able to provide nearly \$85,000 worth of aid to public safety personnel over the last seven years.

Just as you would imagine, extensive advertising goes into making our 5K a success. As a Sponsor, your business name and logo will be a central part of all of our advertising efforts. Marketing for our race lasts for several months and touches thousands of consumers right here in Paulding County.

When it comes to sponsoring fundraising events, each business has its own abilities. We offer several different types of sponsorships so that you can aid our event in a way that makes sense for your business. I invite you to review the information packet included with this letter and find the sponsorship that’s right for you. If you don’t see a sponsorship level that suits your business, please contact me personally. Together we can develop a custom sponsorship just for you.

Thank you in advance for your support of our Run with the Badges 5K Glow Run and, most importantly, for your support of our county’s public safety officers.

Sincerely,

A handwritten signature in black ink that reads "J. Gullett". The signature is written in a cursive, slightly slanted style.

Joseph Gullett
President – Paulding Public Safety Appreciation, Inc.

P.S. Because I know you are a strong supporter of public safety, I wanted to give you the earliest opportunity to enjoy the full benefits of a premium sponsorship. I’ve included everything you need to secure your sponsorship today!

Paulding Public Safety Appreciation, Inc.

4th Annual Run with the Badges 5K Glow Run Sponsorship Package

Sponsorship Package Summary:

If you would like to sponsor the 2017 Run with the Badges 5K Glow Run at Seven Hills, please select a sponsorship package that meets your company's marketing objectives or ask us to create a custom package. The sponsorship packages are as follows:

<u>Description</u>	<u>Sponsorship Amount</u>
Presenting	\$3500
Platinum	\$1500
Gold	\$750
Silver	\$350
Vendor	\$100

The following pages provide details of each sponsorship package. Please review the enclosed information and complete and return the Sponsorship Reply Form by April 21, 2017. If you have any questions, please contact us at sponsors@pauldingpsa.org. Responding sooner than March 9th will allow you to be involved in more of our marketing and PR activities.

We look forward to and appreciate your support of the 2017 Run with the Badges 5K Glow Run at Seven Hills.

Sponsorship Packages

Presenting Sponsor – Contribution \$3,500

As a presenting sponsor of the event, your company logo will be on all signage, advertising, and promotions of the event that are created and sent out after contribution is received and processed. This sponsorship includes:

- The 5K will be announced as the 2017 Run with the Badges 5K Glow Run, presented by "Company Name"
- Company representative participates in the awards ceremony
- Company Banner – primary positioning (banner supplied by company)
- Company logo in primary location on website and link to your website
- Company name announced before the race and during the award ceremony
- Company logo on the race t-shirt, in prime position using largest font for sponsors
- Company logo on other marketing materials for the 5K race
- Appropriate product samples and literature can be included, upon approval of the 5K race committee, in the race giveaway bag
- Vendor table/promotional space at the race (You are responsible for bringing your own canopy and table(s))
- 10 complimentary race entries
- 5 extra t-shirts

Platinum Sponsor – Contribution \$1,500

As a Platinum Sponsor of the event, your company logo will be on all signage, advertising and promotion of the event that are created and sent out after contribution is received and processed. This sponsorship includes:

- Company banner at the race (supplied by company)
- Company logo on website and link to our website
- Company name announced before race and during award ceremony
- Company logo on the back of the race t-shirt, located below presenting sponsor, but above other sponsors
- Company logo on other marketing materials for the 5K race
- Appropriate product samples and literature can be included, upon approval of the 5K race committee, in the race giveaway bag
- Vendor table/promotional space at race (You are responsible for bringing your own canopy and table(s))
- 10 complimentary race entries
- 5 extra t-shirts

Gold Sponsorship – Contribution \$750

As a Gold Sponsor of the event, your company logo will be on all signage, advertising and promotion of the event that are created and sent out after contribution is received and processed. This sponsorship includes:

- Company banner at the race (supplied by company) • Company logo on website and link to our website
- Company name announced during award ceremony
- Company logo on the back of the race t-shirt, located below presenting sponsor and platinum sponsors, but above other sponsors
- Company logo on other marketing materials for the 5K race
- Appropriate product samples and literature can be included, upon approval of the 5K race committee, in the race giveaway bag
- Vendor table/promotional space at race (You are responsible for bringing your own canopy and table(s))
- 5 complimentary race entries

Silver Sponsor – Contribution \$350

This sponsorship includes:

- Company logo on website
- Company name announced during award ceremony
- Company name on the back of the race t-shirt
- Appropriate product samples and literature can be included, upon approval of the 5K race committee, in the race giveaway bag
- Vendor table/promotional space at race. (You are responsible for bringing your own canopy and table(s))

Vendor/Promotional Booth – Contribution \$100

Companies and organizations may purchase a vendor table/promotional space at the race for \$100. Upon approval by the 5K race committee, companies and organizations may use vendor tables/promotional spaces to sell goods. Spaces can also be used to distribute appropriate samples, literature and/or promotional giveaways.

In-Kind Donations: Major donors of goods and services will be recognized as Sponsors at the appropriate level based on the value of the donation. Sponsors are needed for t-shirts, refreshments, awards, giveaway bags, etc. Contact us at sponsors@pauldingpsa.org for more information about donating goods or services.

Sponsorship Reply Form

Yes, I would like to be a sponsor of the 2017 Run with the Badges 5K Glow Run at Seven Hills to be held on Friday, June 2, 2017.

Sponsorship Information:

Please select from one of the following options below:

- Presenting Sponsor for \$3,500 Gold Level Sponsor for \$750
 Platinum Sponsor for \$1,500 Silver Level Sponsor for \$350 Vendor space for \$100

If you would like to register online, upload your artwork, and pay online, please go to <http://www.sponsor.runwiththebadges.org> .

If you would like to send everything via mail, please print this form and mail along with the check.

Vector logo artwork should be sent electronically to josephgullett@yahoo.com

Please supply 1-2 sentences about your company for use when announcing our sponsors.

- Yes, I would like to include products and/or information in the Race Giveaway Bag
 Yes, I would like a table/promotional space at race, to give away products or literature

Sponsor Contact Information

Name: _____

Company: _____

Address: _____

Address: _____

Phone: _____

Email: _____

Please return the completed form with check payable to the PPSA for the full amount of your sponsorship to the address below no later than April 21, 2017.

PPSA
5k Sponsorship
P.O. Box 1755
Hiram, GA 30141