

VOTED RUTHIES FAVORITE CHARITABLE EVENT OF THE YEAR!



2017 RACE SPONSORSHIP AGREEMENT

Thank you for your interest in sponsoring the Special Kids Race to help provide nursing and rehabilitation services to children with special needs in middle Tennessee. We are seeking financial and in-kind sponsors to support the event so that every dollar from participant registration goes to serve the children. As a sponsor, your company will have the unique opportunity to:

- Reach 3,200+ expected race participants and spectators
- Receive high community visibility in the Rutherford County area
- Showcase your company's products / services
- Build employee morale and company pride
- Offer hope to children with special needs

Please see the following page for sponsorship levels and benefits. To become a sponsor, please complete the form below and remit with payment to Special Kids Race at 2208 E Main Street, Murfreesboro, TN 37130. You may also email your form to Ashley Russom at arussom@specialkidstn.com and make your payment online by visiting specialkidstn.com and clicking Donate Now.

In order to be included in all benefits of your chosen sponsorship level, please return this completed form and send the highest resolution version of your logo to arussom@specialkidstn.com by February 15, 2017. Sponsorship payment is due by March 15, 2017.

SPONSORSHIP TYPE

- Financial
 - Gold Sponsorship (\$5,000)
 - Silver Sponsorship (\$2,500)
 - Bronze Sponsorship (\$1,500)

- In Kind
 - Donated item(s): _____
 - Value of item(s) for tax purposes: _____

Organization Name: _____

Contact Name: _____ Contact Phone: _____

Contact Email: _____ Org. Website: _____

Mailing Address: _____

Number of Shirts needed for Sponsors (up to 4 shirts): _____ Shirt Sizes needed: _____

Method of Payment (please circle one): Invoiced Statement / Check / Online

2017 RACE SPONSORSHIP LEVELS AND BENEFITS

PRESENTING SPONSORSHIP - \$20,000 - Murfreesboro Medical Clinic

- Exclusive presenting name for the race (i.e. Special Kids Race presented by *Your Company*)
- Presenting sponsor full page on the race website
- Premium logo size and positioning on all race marketing materials including flyers (4,000), sponsor banner, race packet info sheet, t-shirts, and race emails
- Prominently placed VIP sponsor tent at the race & packet pickup on April 6-7**
- Paragraph about company sponsorship to be included in one email blast to participants
- Company logo to be featured on website home page with other top sponsors
- Company may provide a banner for the finish line area
- Public mention during event (at start of race and during closing ceremonies)
- Opportunity for promotional coupons included in virtual race goody bag***
- Free race registration for 15 participants (*sponsorship registration deadline of January 15, 2017*)
- Opportunity to include an opt-in email option to the registration process.

PLATINUM SPONSORSHIP - \$6,500 - MaxShred

- Premium logo size/ positioning on sponsor banner, race packet info sheet, t-shirts, website & emails
- Recognized as race and in promotional materials as Corporate Challenge Sponsor
- Booth space to promote company/products at the race & packet pickup on April 6-7**
- Press release to media sent out about sponsoring new Corporate Challenge before the event
- Paragraph about company sponsorship to be included in one email blast to participants
- Company logo to be featured on website home page with other top sponsors
- Public mention during event (at start of race and during closing ceremonies)
- Opportunity for promotional coupons included in virtual race goody bag***
- Industry exclusivity amongst other sponsors at this level
- Free race registration for 5 participants (*sponsorship registration deadline of January 15, 2017*)

GOLD SPONSORSHIP - \$5,000

- Company logo on race packet info sheet, t-shirts, race website, and race emails
- Booth space to promote company/products at the race & packet pickup on April 6-7**
- Paragraph about company sponsorship to be included in one email blast to participants
- Company logo to be featured on website home page with other top sponsors
- Company may provide a banner for the finish line area
- Public mention during event (at start of race and during closing ceremonies)
- Opportunity for promotional coupons included in virtual race goody bag***
- Free race registration for 5 participants (*sponsorship registration deadline of January 15, 2017*)

SILVER SPONSORSHIP - \$2,500

- Company logo on t-shirts and race website
- Company name mention on race packet info sheet and race emails
- Booth space to promote company/products at the race & packet pickup on April 6-7**
- Company may provide a banner for the finish line area
- Public mention during event (at start of race and during closing ceremonies)
- Opportunity for promotional coupons included in virtual race goody bag***
- Free race registration for 3 participants (*sponsorship registration deadline of January 15, 2017*)

BRONZE SPONSORSHIP - \$1,500

- Company logo on t-shirts
- Company name mention on race packet info sheet, race website, and race emails
- Booth space to promote company/products at the race**
- Opportunity for promotional coupons included in virtual race goody bag***

**Booth tent and table must be supplied by sponsor. Designated sponsor area will be marked out by site director.

***All promotional coupons to be supplied by sponsor by March 1, 2017.