



Dear Sponsor;

Please join us in celebrating **10 amazing years** of the Takoma Park Safe Routes to School 5K Challenge (TKPK5K) on Sunday, **May 6, 2018**. Over the past decade race proceeds exceeding \$150,000 has funded **health and safety programs** ranging from new playground equipment to a pilot program for active learning at our schools. With your help, we are seeking to make 2018 the biggest year to date and ask for your support to make this possible.

**Decade Dasher \$2,500+**

- ✓ **Finish Line Banner**
- ✓ Emcee Announcement on Race Day
- ✓ Logo on Mile Marker, Logo on Race Bib
- ✓ Mention/logo in TKPK5K newsletter
- ✓ Exhibit Space at Sponsor Fair
- ✓ Shout out on Social Media
- ✓ Logo on online registration form
- ✓ Logo on Race T-shirt
- ✓ Proud Sponsor TKPK5K signage, social badge
- ✓ Logo and Link on Race Webpage

**Platinum Pacesetter \$1,000-\$2,499**

- ✓ **Logo on Mile Marker, Logo on Race Bib**
- ✓ **Emcee Announcement on Race Day**
- ✓ Mention/logo in TKPK5K newsletter
- ✓ Exhibit Space at Sponsor Fair
- ✓ Shout out on Social Media
- ✓ Logo on online registration form
- ✓ Logo on Race T-shirt
- ✓ Proud Sponsor TKPK5K signage, social badge
- ✓ Logo and Link on Race Webpage

**Gold Glider \$500-\$999**

- ✓ **Mention/logo in weekly TKPK5K update**
- ✓ **Shout out on Social Media**
- ✓ Exhibit Space at Sponsor Fair
- ✓ Logo on online registration form
- ✓ Logo on Race T-shirt
- ✓ Proud Sponsor TKPK5K signage, social badge
- ✓ Logo and Link on Race Webpage

**Silver Strutter \$250-\$499**

- ✓ **Exhibit Space at Sponsor Fair**
- ✓ **Logo on online registration form**
- ✓ Logo on Race T-shirt
- ✓ Proud Sponsor TKPK5K signage, social badge
- ✓ Logo and Link on Race Webpage

**Bronze Bolter \$150-\$249**

- ✓ **Logo on Race T-shirt**
- ✓ **Proud Sponsor TKPK5K signage, social badge**
- ✓ Logo and Link on Race Webpage

**Tie Dye Trotter under \$150/ Raffle Prizes**

- ✓ Logo and Link on Race Webpage

Special 10<sup>th</sup> Anniversary opportunities open only to race sponsors:

**Logo signage on School Meet Up Tent (5 available) \$150**

**#Why I Run – Sponsor social media campaign sharing TKPK5K 10 year stories and milestones (1 available) \$250**

**Special 10th Anniversary School Spirit Award – given to school with most affiliated race sign-ups – Total Award money raised is added to School's regular race proceeds \$250**

We are expecting over **1700 individuals** to attend the race and post-race Sponsor Fair! Please fill out the attached form and return it with your tax deductible contribution.

Sincerely,

Takoma Park Safe Routes to School 5K Challenge 2018 Race Committee: Lucy Neher, City of Takoma Park; Annie Kee, Peter Quaranto, **East Silver Spring ES**, Beth Thomas, Kate Schofield, **Rolling Terrace ES**; Marla Nix, Kristie Rupper, Fred Hargrove, **Takoma Park MS**; Susan Campbell, Lorig Charkoudian, **Piney Branch ES**; **Takoma Park ES**.



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WWW.TKPK5K.COM



TAKOMA PARK SAFE ROUTES TO SCHOOL  
5K CHALLENGE (TKPK5K)  
SPONSORSHIP FORM

Yes! We are proud to support the 10<sup>th</sup> Annual Takoma Park Safe Routes to School 5K Challenge (TKPK5K) on Sunday, May 6, 2018 to benefit Takoma Park and Silver Spring area schools.

**Check one:**

- \$2500 Decade Dasher     \$1,000 Platinum Pacesetter     \$500 Gold Glider     \$250 Silver Strutter
- \$150 Bronze Bolter     under \$150 Tie Dye Dasher/Raffle Prize     In-kind Donation \$\_\_\_Value

**In-Kind Donations:** Benefits correspond to donation value. Support the race with an in-kind donation of race event advertising or drinks, food or services to be used on race day. Describe items being donated:

- 
- Logo signage on School Meet Up Tent** (5 available) **\$150**
  - #Why I Run** (1 available) **\$250**
  - Special 10th Anniversary School Spirit Award** (1 available) **\$250**

Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

- For donations \$250 or above, check here if you would like to participate in the post-race Sponsor Fair.**

**Please email your logo file (.tif, .jpeg or .eps) to [krupper@me.com](mailto:krupper@me.com) no later than February 1, 2018 for inclusion on social media, race materials and t-shirt.**

If you need additional information, please contact Lucy Neher, [lucyn@takomaparkmd.gov](mailto:lucyn@takomaparkmd.gov)

**Return this form with your tax deductible donation *payable to the City of Takoma Park.***

Takoma Park Safe Routes 5K Challenge  
7500 Maple Avenue  
Takoma Park, MD 20912  
Attn: Lucy Neher

