



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

March 2016

Dear Sponsor:

Hello from the Tri-Cities Family YMCA where we are already thinking about summer 2016. Our community has been celebrating the beginning of summer for over five decades with the Kick Off to Summer Run. This race is an annual community event enjoyed by local families and provides a foundation for the amazing summer activities in the Tri-Cities area. We want to invite you to join in the action this summer by committing to become a sponsor of this wonderful event.

We are pleased to announce that Klever Innovations will be back again this year for their seventh year as the title sponsor for the Klever Innovations Kick Off to Summer Run. Race day events include numerous activities designed for all ages and skill levels. The primary race is a 5K Run/Walk. This is followed by a 1 mile Family Fun Run/Walk and a Tot Trot Obstacle Course. The Tot Trot is free for all children three to six years old. The race course begins and concludes near the Tri-Cities Family YMCA where the awards ceremony and additional activities will take place.

Our sponsors are very important to us. We recognize your generous assistance and want to provide as many opportunities to publically acknowledge your support of this Klever Innovations Kick Off to Summer Run. Each year, 600 to 800 participants and their families will display your company's logo as they wear their shirts both as a race participant and many times in the years that follow. Please consider joining the Tri-Cities Family and Klever Innovations as we 'kick off' summer on May 28, 2016.

Please fill out the following pledge form as a commitment to sponsor the Kick Off to Summer Run. Your payment for sponsorship will be due on May 2nd.

Michelle Bailey-Mesler
CEO

Erica Phelps, R.D.
Fitness & Wellness Director



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Event Specifics

Name: TRI-CITIES FAMILY YMCA Klever Innovations Kick Off to Summer Run

Date: Saturday, May 28, 2016

5K Run/Walk – 8:30 am

1 Mile Family Fun Run/Walk – 9:15 am

Tot Trot Obstacle Course – 9:30 am

Awards ceremony immediately following the race results

Location: The race begins and ends near the Tri-Cities Family YMCA.

Participation: Historically, 600 to 800 runners from the West Michigan area participate. Some are training and preparing for other upcoming events, while others participate just for the fun of the event. Participants range in age from 3+ years to over 70 years with a wide-range of skill levels. Our Tot Trot race has been very popular for children aged 3 to 6 years old and is always free to enter.

Volunteers: More than 125 community and sponsor volunteers come out to make sure we have a fun-filled and safe event for the entire family. Numerous organizations, local business groups, school children and local residents help with the event. Each volunteer receives a coveted Volunteer t-shirt and goodie bag.

EXCLUSIVE Sponsor Packages	Platinum	Diamond	Gold	Silver	Supporting
	\$5,000	\$2,500	\$1,500	\$500	\$250
Name included in race title	•				
Included in all press releases as a sponsor	•				
Onstage award presentation	•				
Exclusive volunteer t-shirt branding		•			
Tot Trot race branding			•		
Exclusive rights to your specific sponsorship	•	•	•		
Company banner displayed at registration and awards area	•	•	•		
Complementary race entries	•	•	•		
Logo on promotional posters (must return sponsor form by April 1, 2016)	•	•	•	•	
Recognition on registration forms (must return sponsor form by April 1, 2016)	•	•	•	•	
Right off first refusal for following year	•	•	•	•	
Branding on runners t-shirts	•	•	•	•	•
Logo on finishing banner	•	•	•	•	
Recognition on TCFYMCA website	•	•	•	•	•
Opportunity to include items in goodie bags	•	•	•	•	•
Opportunity to exhibit items at display booth near awards ceremony	•	•	•	•	
Recognition on sponsor board	•	•	•	•	•



SPONSOR RESERVATION FORM

SOME SPONSOR LEVELS ARE EXCLUSIVE AND MAY BE UNAVAILABLE.
COMMITMENT INVOICE WILL BE SENT IN MAY

Name _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Ext _____ Fax _____

Email Address _____

Signature _____ Date _____

Please be sure your company's contact information is filled out above and sponsor level is indicated.
We will send an invoice for your sponsor level, with payment due May 2nd.

Your company logo, in digital format and sponsor reservation form can be emailed to:

Molly Fletcher: molly.fletcher@tcfymca.org.

Preferred file formats are .eps or jpeg for logo.

Resolution of 300 d.p.i or higher

☐

Platinum (Title Sponsor)

\$5,000

Open to one company

☐

Diamond Sponsor

\$2,500

Open to one company

☐

Gold Sponsor

\$1,500

Open to multiple companies

☐

Silver Sponsor

\$500

Open to multiple companies

☐

Supporting Sponsor

\$250

Open to multiple companies

Please mail or email Sponsor Reservation Form to Molly Fletcher at: molly.fletcher@tcfymca.org

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