



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

March 2017

Dear Sponsor:

We are starting preparations for our annual Coast Guard Festival Run! This race has been an integral part of the Tri-Cities Family YMCA's salute to the United States Coast Guard for many years. This event would not be possible without generous support from community sponsors like you. We want to invite you to join in the action by committing to become a sponsor again this summer.

Your sponsorship helps provide activities for local families and tourists of all ages. Race day events include a 10K run, a 5K Run/Walk, a 1 mile Family Fun Run/Walk, and a free Tot Trot Obstacle Course. All events start and finish at the Tri-Cities Family where refreshments are served and awards presented.

We are pleased to share that North Ottawa Community Health System has committed to be the title sponsor for the Tri-Cities Family YMCA's Grand Haven Coast Guard Festival Run for the tenth year in a row.

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 Grand Haven Coast Guard Festival Run. As a sponsor, more than 2,000 participants will display your company's logo as they wear their shirts both as a race participant and many times in the years that follow. We hope that you will join us for the 2017 Grand Haven Coast Guard Festival Run.

Please fill out the following pledge form as a commitment to sponsor the Coast Guard race. Your payment for sponsorship will be due on July 1st.

Michelle Bailey-Mesler
CEO

Erica Phelps, R.D.
Fitness & Wellness Director



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Event Specifics

Name: TRI-CITIES FAMILY YMCA Coast Guard Run

Date: Saturday, July 29, 2017

5K Run / Walk – 7:30 am

10K Run – 8:30 am

1 Mile Family Fun Run / Walk – 8:45 am

Tot Trot Obstacle Course – 9:15 am

Awards ceremony immediately following the race results

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

Participation: Approximately 1900 local and visiting runners come to participate, some are training and preparing for various races, and others are simply having fun. The participants range in age from 3 to 80+ years of age and encompass a variety of skill levels.

Volunteers: It takes more than 250 community volunteers to make this event a fun, safe experience 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	Bronze	Supporting
	\$10,000	\$5,000	\$2,500	\$1,500	\$500	\$250
Name included in race title	●					
Included in all press releases as a sponsor	●					
Onstage award presentation participation	●					
Exclusive branding on volunteer t-shirts		●				
Exclusive branding on Tot Trot t-shirts			●			
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 May 16, 2016)	●	●	●	●	●	
Recognition on postcards (must return sponsor form by May 16, 2016)	●	●	●	●	●	
Annual continued sponsorship opportunity	●	●	●	●	●	
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	●	●	●	●	●	●



North Ottawa Community Health System



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 July 1st.

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

Erica Phelps: erica.phelps@tcfymca.org

Preferred file formats are .eps or jpeg for logo.

Resolution of 300 d.p.i or higher.

FILLED

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|-------------------------------------|--------------------------|----------|----------------------------|
| <input checked="" type="checkbox"/> | Platinum (Title Sponsor) | \$10,000 | Open to one company |
| <input type="checkbox"/> | Diamond Sponsor | \$5,000 | Open to one company |
| <input type="checkbox"/> | Gold Sponsor | \$2,500 | Open to one company |
| <input type="checkbox"/> | Silver Sponsor | \$1,500 | Open to multiple companies |
| <input type="checkbox"/> | Bronze Sponsor | \$500 | Open to multiple companies |
| <input type="checkbox"/> | Supporting Sponsor | \$250 | Open to multiple companies |

Please mail or email Sponsor Reservation Form to Erica Phelps at: erica.phelps@tcfymca.org
Tri-Cities Family YMCA • 1 Y Drive • Grand Haven, MI 49417 • 616-842-7051 • fax: 616-842-5323