



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

March 2017

Dear Potential Sponsor:

It may be cold outside, but the Tri-Cities Family YMCA is already thinking summer! Our community has been celebrating the beginning of summer for over five decades with the Kick Off to Summer Run. We are excited to announce that Klever Innovations will return for their eighth year as the title sponsor.

The Klever Innovations Kick Off to Summer Run is an annual community event that is enjoyed by local families and visitors alike. It provides a foundation for the amazing summer activities in the Tri-Cities area. We hope you will consider joining us by committing to become a sponsor.

Our sponsors are very important to us. As a sponsor, your company helps the Y produce a high quality race and further our mission to strengthen our community through programs that promote youth development, healthy living and social responsibility.

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. We had over 580 participants in 2016 who all displayed your company's logo on their race shirts. Please consider joining the Tri-Cities Family and Klever Innovations as we 'Kick Off' summer on May 27<sup>th</sup>, 2017 by filling out the pledge form to show your commitment as a sponsor. Payment for all sponsorships will be due by May 1<sup>st</sup>.

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 27, 2017

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, 2017)	●	●	●	●	
Recognition on registration forms (must return sponsor form by April 1, 2017)	●	●	●	●	
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 1<sup>st</sup>.

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

Erica Phelps: [erica.phelps@tcfymca.org](mailto:erica.phelps@tcfymca.org).

Preferred file formats are .eps or jpeg for logo.

**FILED**  
**FILED**

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