

# Apple Harvest Run Sponsorship Categories

## **Platinum Sponsor - \$2500 or above cash donation**

- Gold, Silver and Bronze benefits, plus:
- Top Priority position of logo and name in all race promotions
- Top Priority position of your banner at race finish line area on race day, as well as at spaghetti dinner
- Top priority position of your company booth/tent in race registration & food area on race day
- Your logo and company name featured most prominently on race marketing materials, including [www.appleharvestrun.org](http://www.appleharvestrun.org) website, event poster, 6500 direct marketing postcards, brochures and email campaign
- Your logo and company name featured most prominently on race t-shirts (provided to first 500 registrants)
- Your company recognized repeatedly by event Master of Ceremonies on race day

## **Gold - \$2500 or above (cash and in-kind donation)**

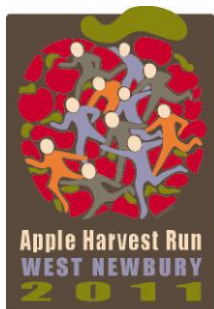
- Bronze and Silver benefits, plus:
- Priority position of your banner at race finish line area on race day, as well as at spaghetti dinner
- Priority position for your company booth/tent in race registration & food area on race day
- Priority position of logo and company name on race marketing materials, including [www.appleharvestrun.org](http://www.appleharvestrun.org) website, event poster, 6500 direct marketing postcards, brochures and email campaign
- Priority position of your logo and company name featured prominently on race t-shirts (provided to first 500 registrants)
- Your company name mentioned in numerous press releases and PSA's distributed to New England and greater Boston media outlets both prior to race, and after the race (with results)

## **Silver - \$500-\$2499 (cash and/or in-kind donation)**

- Bronze benefits, plus:
- Opportunity to hang your banner at race finish line area on race day, as well as at spaghetti dinner
- Opportunity to have exhibit your company booth/tent in race registration & food area on race day
- Your company recognized by event Master of Ceremonies on race day
- Your logo and company name featured prominently on race t-shirts (provided to first 500 registrants)
- Your company name featured prominently on race marketing materials, including [www.appleharvestrun.org](http://www.appleharvestrun.org) website, event poster, 6500 direct marketing postcards, brochures and email campaign

## **Bronze – \$175 - \$499 (cash or in-kind donation)**

- Your company name on 6500 race brochures, and [www.appleharvestrun.org](http://www.appleharvestrun.org) website
- Your company name featured on race t-shirts (provided to first 500 registrants)
- Your company materials (direct mail flyers, marketing literature, or giveaways) in race bags
- Your company name featured in event program distributed on day of event to all attendees



## Race Sponsorship Form

**YES!** We would like to Sponsor the 22nd Annual Apple Harvest Run. Please mark the sponsorship category you would like to participate in:

- Platinum (\$2,500 or higher, all cash donation)
- Gold – (\$2500 or higher, combination cash and in-kind donation)
- Silver – (\$500-\$2499, cash and/or in-kind donation)
- Bronze – (\$175 - \$499, cash and/or in-kind donation)

Sponsorship Dollar Amount \_\_\_\_\_

If all or part of your contribution is an **in-kind donation**, please specify what the donation is, and the value:

\_\_\_\_\_

**YES!** We would like donate the following gift certificates/items/services. *Please specify the items or services you are donating and their value so we can list you as a sponsor in the right category:*

\_\_\_\_\_

**YES!** We would like to donate an alternative dollar amount of \$\_\_\_\_\_

No, not right now, but keep me in mind for future events.

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Sponsor's Name (as it is to appear on marketing materials): \_\_\_\_\_

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

Mailing Address \_\_\_\_\_

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

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

*Please respond by June 1<sup>st</sup>. Please make your tax-deductible checks payable to West Newbury P.T.O and mail check with completed race sponsorship form to: Apple Harvest Run, P.O. Box 241, West Newbury, MA 01985. Our tax-exempt number is 223-195-631. Note: All donations must be received by June 1, 2011 to ensure sponsorship is printed on marketing brochures, posters and t-shirts. The Apple Harvest Run will take place on Sunday, October 2, 2011.*

Apple Harvest Run \* John C. Page Elementary School PTO \* Box 241, West Newbury, MA 01985 \* Tax Exempt # 223-195-631