



# Sponsorship Letter

## Race to Read 5K Run - Walk

Benefiting Reach Out and Read KC

Saturday, August 25, 2018 at Penguin Park

We cordially invite you to participate as a Sponsor for our 2nd annual Race to Read 5K Run/Walk.

This event will raise money to support Reach Out and Read Kansas City ([www.reachoutandreadkc.org](http://www.reachoutandreadkc.org)), a non-profit agency dedicated to providing new books to over 30,000 low-income children, ages birth to 5, during well-child checkups at our 50 clinics located throughout Greater Kansas City.

Your sponsorship helps to defray the cost of organizing the event. Funds received from sponsorships are used to purchase t-shirts for registered race participants, awards, and complimentary drinks and snacks. Any additional money will help go toward our fundraising goal of \$8,000.

There are various levels of sponsorship for the Race to Read 5K Run · Walk. Size and placement of logos on t-shirts and website are based on sponsorship level. All printed sponsors paid or pledged by August 1, 2018 will be guaranteed acknowledgment at sponsorship levels listed below.

### Platinum Sponsor- \$2,000

- Listed as top sponsor on website with logo and link
- Prominent (larger logo located on top back of t-shirt) logo on race t-shirt
- Special PA announcements mentioning sponsor name during event
- Social Media recognition 3-4 times at minimum
- Signage at event
- 8 complimentary race entries

### Gold Sponsor- \$1,000

- Listed as sponsor on website with logo and link
- Logo on back of race t-shirt
- Social media recognition 2-3 times at minimum
- Signage at event
- 4 complimentary race entries

### Silver Sponsor- \$500

- Listed as sponsor on website with link
- Logo on back of race t-shirt
- Social Media 1-2 times at minimum
- Signage at event
- 2 complimentary race entries



# Sponsorship Form

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Company Name : \_\_\_\_\_

*(Please write your company name exactly how you would like it to appear )*

Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Website Address: \_\_\_\_\_

1. Sponsorship Level (Please Circle)

- a. \$2,000
- b. \$1,000
- c. \$500
- d. \$250
- e. Other

2. Logos/artwork should be submitted to [racetoread@rorkc.org](mailto:racetoread@rorkc.org) as follows:

- a. Logos for t-shirts will be printed only in one color and should be submitted as a vector file.
- b. Logos for website should be submitted as 72 dpi JPEG or EPS files. Most Photoshop and Illustrator files can also be accepted.
- c. Sponsors that receive complimentary race entries as part of their sponsorship can register for 5K by providing participant information to [racetoread@rorkc.org](mailto:racetoread@rorkc.org).
- d. Make checks payable to Reach Out and Read Kansas City and mail to:
  - i. Race to Read 5K Run - Walk c/o  
Reach Out and Read KC  
3901 Rainbow Blvd, Mail Stop 1051  
Kansas City, KS 66160
- e. **Please mail checks and a completed copy of this form with a postmark no later than August 1, 2018.**