



Paulding Public Safety Appreciation, Inc

As we look ahead to our 3rd Annual Run with the Badges 5K Glow Run, I would like to invite you to be a part of an event that has raised over \$20,000 to aid our county's public safety officers. This year's race is being held on June 3rd, and we want you to be a part of this fun, family friendly event.

Our 5K Glow Run has become a signature event for Paulding Public Safety Appreciation, Inc. Since its inception in 2014, excitement for our race has grown exponentially. Last year we were proud to host over 750 runners, and we're already on track to surpass that number for the 2016 race.

This level of success would not be possible without the generous contributions of our Sponsors. Because our 5K is a fundraiser, we need Sponsors to defray the costs associated with the race, such as water for runners, awards and t-shirts for participants. Your support of the Run with the Badges 5K Glow Run will help cover these and other expenses, making more money available to provide direct aid to Paulding County's public safety officers.

As you may know, Paulding Public Safety Appreciation Inc. is a 501c3 nonprofit organization. Our organization was founded in 2009 for the express purpose of providing financial aid to our county's public safety personnel in times of need. By holding successful and community oriented events such as our Glow Run, PPSA has been able to provide tens of thousands of dollars worth of aid.

As a Sponsor, your business name and logo will be part of our extensive advertising campaign. Marketing for our race lasts for several months and touches thousands of consumers right here in our very own community. Our Sponsors are designating themselves as friends and supporters of our county's public safety departments and agencies. In addition, as a Sponsor, you will be helping to promote health and wellness in Paulding County.

We know that no two businesses are exactly alike. That's why we offer several different levels and types of sponsorships. I invited you to review the information packet included with this letter and find the sponsorship that's right for you. Don't see what you're looking for? Contact me personally, and we can work together to develop a custom sponsorship.

Thank you in advance for your support of our Run with the Badges 5K Glow Run and, most importantly, for your support of our county's public safety officers.

Sincerely,

A handwritten signature in black ink that reads "J. Gullett".

Joseph Gullett

President – Paulding Public Safety Appreciation, Inc

P.S. Because I know you are a strong supporter of public safety, I wanted to give you the earliest opportunity to enjoy the full benefits of a premium sponsorship. I've included everything you need to secure your sponsorship today!

Paulding Public Safety Appreciation, Inc

3rd Annual Run with the Badges 5K Glow Run Sponsorship Package

Sponsorship Package Summary:

If you would like to sponsor the 2016 Run with the Badges 5K Glow Run at Seven Hills, please select a sponsorship package that meets your company's marketing objectives or ask us to create a custom package. The sponsorship packages are as follows:

<u>Description</u>	<u>Sponsorship Amount</u>
Presenting	\$2500
Platinum	\$1000
Gold	\$500
Silver	\$250
Vendor	\$100

The following pages provide details of each sponsorship package. Please review the enclosed information and complete and return the Sponsorship Reply Form by April 22, 2016. If you have any questions, please contact us at sponsors@pauldingpsa.org. Responding sooner than March 9th will allow you to be involved in more of our marketing and PR activities.

We look forward to and appreciate your support of the 2016 Run with the Badges 5K Glow Run at Seven Hills.

Sponsorship Packages

Presenting Sponsor – Contribution \$2,500

As a presenting sponsor of the event, your company logo will be on all signage, advertising, and promotions of the event that are created and sent out after contribution is received and processed. This sponsorship includes:

- The 5K will be announced as the 2016 Run with the Badges 5K Glow Run, presented by "Company Name"
- Company representative participates in the awards ceremony
- Company Banner – primary positioning (banner supplied by company)
- Company logo in primary location on website and link to your website
- Company name announced before the race and during the award ceremony
- Company logo on the race t-shirt, in prime position using largest font for sponsors
- Company logo on other marketing materials for the 5K race
- Appropriate product samples and literature can be included, upon approval of the 5K race committee, in the race giveaway bag
- Vendor table/promotional space at the race (You are responsible for bringing your own canopy and table(s))
- 10 complimentary race entries
- 5 extra t-shirts

Platinum Sponsor – Contribution \$1,000

As a Platinum Sponsor of the event, your company logo will be on all signage, advertising and promotion of the event that are created and sent out after contribution is received and processed. This sponsorship includes:

- Company banner at the race (supplied by company)
- Company logo on website and link to our website
- Company name announced before race and during award ceremony
- Company logo on the back of the race t-shirt, located below presenting sponsors, but above other sponsors
- Company logo on other marketing materials for the 5K race
- Appropriate product samples and literature can be included, upon approval of the 5K race committee, in the race giveaway bag
- Vendor table/promotional space at race (You are responsible for bringing your own canopy and table(s))
- 10 complimentary race entries
- 5 extra t-shirts

Gold Sponsorship – Contribution \$500

As a Gold Sponsor of the event, your company logo will be on all signage, advertising and promotion of the event that are created and sent out after contribution is received and processed. This sponsorship includes:

- Company banner at the race (supplied by company)
- Company logo on website and link to our website
- Company name announced during award ceremony
- Company logo on the back of the race t-shirt, below presenting and platinum sponsors
- Company logo on other marketing materials for the 5K race
- Appropriate product samples and literature can be included, upon approval of the 5K race committee, in the race giveaway bag
- Vendor table/promotional space at race (You are responsible for bringing your own canopy and table(s))
- 5 complimentary race entries

Silver Sponsor – Contribution \$250

This sponsorship includes:

- Company logo on website
- Company name announced during award ceremony
- Company logo on the back of the race t-shirt, below presenting, platinum and gold sponsors
- Appropriate product samples and literature can be included, upon approval of the 5K race committee, in the race giveaway bag
- Vendor table/promotional space at race. (You are responsible for bringing your own canopy and table(s))

Vendor/Promotional Booth – Contribution \$100

Companies and organizations may purchase a vendor table/promotional space at the race for \$100. Upon approval by the 5K race committee, companies and organizations may use vendor tables/promotional spaces to sell goods. Spaces can also be used to distribute appropriate samples, literature and/or promotional giveaways.

In-Kind Donations: Major donors of goods and services will be recognized as Sponsors at the appropriate level based on the value of the donation. Sponsors are needed for t-shirts, refreshments, awards, giveaway bags, etc. Contact us at sponsors@pauldingpsa.org for more information about donating goods or services.

Sponsorship Reply Form

Yes, I would like to be a sponsor of the 2016 Run with the Badges 5K Glow Run at Seven Hills to be held on Friday, June 3, 2016.

Sponsorship Information:

Please select from one of the following options below:

- | | |
|---|---|
| <input type="checkbox"/> Presenting Sponsor for \$2,500 | <input type="checkbox"/> Gold Level Sponsor for \$500 |
| <input type="checkbox"/> Platinum Sponsor for \$1,000 | <input type="checkbox"/> Silver Level Sponsor for \$250 |
| | <input type="checkbox"/> Vendor space for \$100 |

Vector logo artwork should be sent electronically to josephgullett@yahoo.com

Please supply 1-2 sentences about your company for use when announcing our sponsors.

- Yes, I would like to include products and/or information in the Race Giveaway Bag
- Yes, I would like a table/promotional space at race, to give away products or literature

Sponsor Contact Information

Name: _____

Company: _____

Address: _____

Address: _____

Phone: _____

Email: _____

Please return the completed form with check payable to the PPSA for the full amount of your sponsorship to the address below no later than April 22, 2016.

PPSA
5k Sponsorship
P.O. Box 1755,
Hiram, Georgia 30141