



**Great Gator 5k & Fun Run**  
Swift Creek Elementary School PTA  
13800 Genito Rd  
Midlothian, VA 23112  
[www.swiftcreek5k.com](http://www.swiftcreek5k.com)

January 10, 2016

Dear Community Partner,

Because you are a valuable member of the business community, I wanted to reach out to you and let you know about an exciting event being hosted by the Swift Creek Elementary School PTA: the 5th Annual **GREAT GATOR 5K & FUN RUN...RACING TOWARD THE FUTURE** on **Saturday, April 23, 2016**. We are hoping your company would be interested in sponsorship opportunities for the event!

The purpose of this event is to promote and model healthy living for our children. Additionally, it is a PTA fundraiser with a specific goal of increasing the hands-on technology within our school. The Swift Creek PTA is determined to ensure our children are prepared for their future within the amazing world of technology. With the money raised last year, we were able to purchase 30 chromebooks and a cart to hold them all! One of our school goals is to improve our students' ability to be 21<sup>st</sup> century learners and to do that we must put technology devices into the hands of our students and teachers.

To reduce expenses and maximize donation dollars to the school, we are offering sponsorship opportunities. A sponsorship can be in the form of cash donations or in-kind donations of food, prizes, or race-team participation.

**Sponsorship has many benefits!** While helping our students succeed in today's highly technical world, your company will benefit from exposure to Swift Creek Elementary families and other participants from the surrounding community. There are several levels of sponsorship available to you. Please refer to the attached agreement for sponsorship levels and sign-up instructions.

**This is our 5th year!** Last year we exceeded our goals with the help of businesses like yours and we are anticipating more than 500 runners. The events of the day will include the 5K, a Kid's Fun Run and a festive after-race party. That means, in addition to the race participants, we are expecting many non-participant supporters from the Swift Creek community. This is an amazing opportunity for your business to potentially reach more than a thousand people! We hope you will consider becoming a sponsor.

Please visit our website, [www.swiftcreek5k.com](http://www.swiftcreek5k.com), to learn more about the event. You may also contact Kelly Steiner ([sponsors@swiftcreekpta.com](mailto:sponsors@swiftcreekpta.com)). Your support would allow us to help our students **Race Toward the Future**.

Sincerely,  
Kelly Steiner  
Sponsorship Coordinator

P.S. Volunteer opportunities are also available! ([volunteers@swiftcreek5k.com](mailto:volunteers@swiftcreek5k.com))



**Yes, I will participate by becoming a sponsor, as indicated below:**

- \_\_\_\_\_ **5K Title Sponsor** *Exclusive placement of logo with 5K title on event race shirts, banner, website and publicity flyers*  
**Limit 1**  
**(\$1,500)**  
Link to your corporate home page on website  
4 free race entries  
DJ announcements acknowledging sponsorship throughout the event  
Thank you on SCES PTA website for 2 weeks following the event  
Complimentary \*Booth Space (a \$50 value)
- \_\_\_\_\_ **Fun Run Title Sponsor** *Exclusive placement of logo with Fun Run title on event race shirts, banner, website and publicity flyers*  
**Limit 1**  
**(\$1,000)**  
Link to your corporate home page on website  
4 free race entries  
DJ announcements acknowledging sponsorship throughout the event  
Thank you on SCES PTA website for 2 weeks following the event  
Complimentary \*Booth Space (a \$50 value)
- \_\_\_\_\_ **Platinum Sponsor** Logo on the back of race shirts  
**(\$750)**  
Logo on event banner outside school acknowledging sponsorship  
Logo on website with link to your corporate home page  
Inclusion in publicity flyers (size: large)  
2 free race entries  
3 DJ announcements acknowledging sponsorship  
Thank you on SCES PTA website for 2 weeks following the event  
Complimentary \*Booth Space (a \$50 value)
- \_\_\_\_\_ **Gold Sponsor** Name on the back of race shirts  
**(\$500)**  
Logo on event banner outside school acknowledging sponsorship  
Logo on website with link to your corporate home page  
Inclusion in publicity flyers (size: medium)  
1 free race entries  
3 DJ announcements acknowledging sponsorship  
Thank you on SCES PTA website for 2 weeks following the event  
Complimentary \*Booth Space (a \$50 value)
- \_\_\_\_\_ **Silver Sponsor** Logo on website with link to your corporate home page  
**(\$300)**  
Inclusion in publicity flyers (size: medium)  
1 free race entry  
2 DJ announcements acknowledging sponsorship  
Thank you on SCES PTA website for 2 weeks following the event



\_\_\_\_\_ **Bronze Sponsor** Inclusion in publicity flyers (size: small)  
**(\$200)** 1 DJ announcement acknowledging sponsorship  
Thank you on SCES PTA website for 2 weeks following the event

\_\_\_\_\_ **Honorary Sponsor** Thank you on SCES PTA website for 2 weeks following the event  
**(<\$200)** Amount Donated \$ \_\_\_\_\_

\*In addition to sponsorship levels, there is the opportunity to rent a 10x10 booth space to advertise your business or product. These spaces are limited. Sponsorship at one of the above levels (Bronze or higher) is required. Booth locations are an additional \$50 dollars to Silver and Bronze Sponsors. A booth location gives your face-to-face interaction with Swift Creek families during the Fun Run and After-Race Party!

**Yes, as indicated below, I would also like to rent booth space:**

\_\_\_\_\_ **Booth Space** You must provide tables, chairs, tent (if desired)  
**(\$50)** Set up will be Saturday at 7:00 am and must be removed by 12:00 pm.  
Please provide a brief description of goods and services being promoted or sold: \_\_\_\_\_

Yes, I am interested but need more information. Please contact me.

Name/Title: \_\_\_\_\_

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

Address, City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Please make check payable to SCES PTA and mail to the above address as soon as possible to get your logo on the event website. Registration opens January 1, 2016. If you have any questions, please contact Kelly Steiner at [sponsors@swiftcreekpta.com](mailto:sponsors@swiftcreekpta.com).**