

# RUN FOR OUR VETERANS



## *Sponsorship Agreement Form*

### **Presenting Sponsor \$6,000**

- Run For The Veterans 5k Presented by “\_\_\_”
  - Company logo will be incorporated in the main logo as the presenting sponsor and highlighted on apparel, print material and advertisements
  - Company name and logo located at the start & finish lines
  - Presence at start line with local dignitaries
  - Speaking opportunity at the official launch press event
  - Asphalt decal of logo at prime location
  - Recognized in pre-event activities
  - Promotional items inside the race packets
  - Event Space
  - Highlighted in digital newsletter and social media
  - Business highlighted in race advertising
  - Business category exclusivity
  - Eight entries into the race
- \*\* Other opportunities for “Presenting” sponsorships: packet pickup and the post race celebration*
- \*\*\* Limited to one sponsor per event or two for \$3,000 each*

### **Gold \$2,500**

- Company name on race t-shirts and posters
- Highlighted on banners at prime location
- Event space
- Banner located at the post-race activities
- Announcements at post-race activities
- Promotional items inside the race packets
- Recognized in print ads, digital newsletter and social media
- Four entries into the race

### **Silver \$1,500**

- Company name on race t-shirts and posters
- Banner located at the post-race activities (company to provide)
- Recognized on social media
- Promotional items inside the race packets and event space
- Two entry into the race

### **Bronze \$500**

- Banner located at the post-race activities
- Promotional items inside the race packets and event space

### The Purpose of this Race

Dedicated on 11-11-11 at 11 a.m., the Johnson City-Washington County Veterans' Memorial is a living tribute that honors the past, present, and future military service and sacrifice of the men and women who have and will continue to bear the cost of our freedom.

We are pleased to announce that a continuous demand for inscriptions on the concentric rows of black granite panels for those veterans who were fortunate enough to serve and return home will soon require the construction of Phase III. An integral part of the original design, this phase will address the outer ring of black granite panels of the Veterans' Memorial and will consist of a dozen 4' x 8' panels and make room for another 1,248 inscriptions.

The estimated cost of Phase III ranges from \$155,000 to \$170,000. The JC/WC Veterans' Memorial Foundation holds a 501(c)(3) (tax exempt) status, and its members serve as the advocate and governing body for the stewardship of the memorial as well as host the annual Memorial Day and Veterans Day ceremonies on site.

However, monetary support of the memorial is totally reliant upon donations from private individuals, businesses, and community sources. Your generous gift will help to ensure our veterans have a space on the granite panels where their names and branches of service can be perpetually displayed.

**All proceeds for this race will go to the Johnson City-Washington County Veterans' Memorial Foundation to help with the costs of Phase III.**

*We convey sincere appreciation on their behalf.*

## ***Run For The Veterans 5k Sponsorship Agreement***

Sponsorship Level: \_\_\_\_\_ Sponsorship Amount \$ \_\_\_\_\_

In-Kind Gift: \_\_\_\_\_ Donation Value: \_\_\_\_\_

Check Enclosed \_\_\_\_\_ Mail Invoice \_\_\_\_\_ Credit Card # \_\_\_\_\_ CSV# \_\_\_\_\_

*\* Make checks payable to: Johnson City/Washington Co. Veterans' Memorial Foundation*

Circle One: Visa, Disc, MC, AMEX Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Business Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Business Address: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Are you a 501 (c) 3 \_\_\_\_\_ EIN # (if applicable) \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Mail Checks to: Johnson City/Washington Co. Veterans' Memorial Foundation  
Send to: Run For The Veterans 5k, 3103 Browns Mill Road, Suite 6-182, Johnson City, TN 37604

Submit logo to: [Karenhubbs1@gmail.com](mailto:Karenhubbs1@gmail.com) \*\* By May 1, 2018

Visit us online at: [RunForOurVeteransJC.com](http://RunForOurVeteransJC.com)

**DEADLINE TO BE INCLUDED ON POSTERS & PRINT MARKETING  
April 15, 2018**

**DEADLINE TO BE INCLUDED ON EVENT T-SHIRTS  
May 1, 2018**