



June 23, 2021

Dear Community Partner:

Since 1997, Partners Aligned Toward Health has served Yancey and Mitchell Counties by bringing people together to identify community needs and improve the health of local children and families. We believe in empowering individuals to make healthy changes, and that collaboration brings about community change. Each year we organize the Burnsville Fit Families (BFF) 5K to unite our community through healthy activity. **We would like to offer your business an opportunity to publicize your support for the local community at this year's BFF 5K!**

We have had such a good response from youth participants that once again, we'll be allowing all students under the age of 18 to participate in our 5K for FREE. For many youth, this is their first 5K! They get an event shirt, the experience of their fellow community members cheering them on as they run, music, and smoothies at the finish line. Your sponsorship helps to offset those costs.

Our 11th annual 5K, will be held on Saturday, October 9th in downtown Burnsville, with the start and finish lines on the Square. It will be an opportunity for runners of all ages and skill levels to come together, have fun, and win prizes. This event typically has drawn close to 250 participants, plus crowds of friends, relatives, and volunteers. It receives press and social media coverage, and the downtown location facilitates central local exposure, making it an excellent opportunity to promote your business to both local and visiting families and individuals, and the businesses they represent. **(Please note:** We are planning for an October 9 race date, while taking local COVID conditions and needs into account. Should plans need to change, we will be in touch with sponsors directly.)

We hope you will join us as a sponsor this year! **In order to have your sponsorship appropriately recognized on the t-shirt, we request you submit the attached sponsorship form by September 3rd. If you are interested in sponsorship at the Partner Level (the Title Sponsorship has already been taken), please submit the attached sponsorship form by July 30th to be recognized in our brochure.**

Please feel free to contact us with any questions at (828) 682-7899 or ashley@pathwnc.org. Thank you for your commitment to health and wellness in our community!

With best regards,

A handwritten signature in blue ink that reads "Schell McCall". The signature is fluid and cursive, with the first and last names being clearly legible.

Schell McCall, Executive Director
Partners Aligned Toward Health

BENEFITS OF SPONSORSHIP



\$2,500.00 – Event Underwriter/Title Sponsor (limited to one sponsor):

- T-Shirt Sponsor (largest logo on t-shirt)
- Largest logo on event brochure and race day banner
- Logo on printed on registration goodie bags alongside PATH logo (given to each participant)
- Logo with link on PATH website
- Individual recognition on PATH Facebook Page
- Individual Recognition in e-newsletter (1,600 subscribers)
- Special recognition as title sponsor in all press releases
- Recognition as “Event Underwriter” during award ceremony
- Vendor opportunity
- 2 complimentary t-shirts
- 2 complimentary race registrations

\$500.00 - Partner Sponsor:

- T-Shirt Sponsor
- Business Name on event brochure
- Medium-sized logo on race day banner
- Logo with link on PATH website
- Vendor opportunity
- Recognition on PATH Facebook Page
- Recognition during award ceremony
- 1 complimentary t-shirt

\$250.00 - Corporate Sponsor:

- T-Shirt Sponsor
- Logo with link on PATH website
- Recognition on PATH Facebook Page
- Vendor opportunity

\$100.00 - T-Shirt Sponsor:

- Business name and/or logo on the back of t-shirts given to all participants.

SPONSORSHIP FORM

Sponsorship Level:

 Title (\$2,500) Partner (\$500) Corporate (\$250) T-Shirt (\$100)

Type of Sponsorship:

 Cash In-Kind (Goods or Services)

Business Name: _____

Contact Name: _____

Address: _____

Telephone Number: _____

Email: _____

Please mail this form and payment to:

Partners Aligned Toward Health
202 Medical Campus Drive
Burnsville, NC 28714.

To make payment online by
credit card, please visit:
<http://bit.ly/bff5k-sponsor>

Deadlines:

- In order for your sponsorship to be recognized on the event brochure, it must be received by July 30, 2021.
- In order for your sponsorship to be recognized on the event t-shirt, it must be received by September 3, 2021.

Please email logo to: ashley@pathwnc.org

Logo MUST be provided in .psd, .ind, PNG, or JPEG format at least 300 dpi (if T-shirt logo). If you do not have a logo, the name of your business will be listed as a sponsor.