



2012
FRIENDS OF MELANA 5K
SPONSORSHIP PACKET



2012 FRIENDS OF MELANA 5K

November 14, 2011

Dear Prospective Sponsor:

We are very excited to be part of the development and growth of Friends of Melana.

Last June, the first annual Friends of Melana 5K and 1 Mile Fun Run took place in Garrettsville. There were 120 runners, 60 walkers, and many volunteers who came out to participate. It was a huge success! However, the race was planned in a very short amount of time. It was held as a grass roots effort of sorts without any outside funding or donations other than that of time, materials, and professional services. We are now looking forward to 2012 and are seeking individual, small business, and corporate sponsorship to enable the race to grow into one of Portage County's premiere summer events!

It is time for Children's Glioma Cancer to get the attention and funding it so desperately needs. Currently childhood glioma cancer research is grossly underfunded. The Glioma family of tumors account for almost 45% of all tumors. They are the 2nd highest cause of cancer deaths among young people. 85-95% of children diagnosed with a malignant glioma tumor die within five years! More information can be found at www.stopkidscancer.org. A cure can be found! To find that cure we need research, and research demands funds. Supporting Friends of Melana by sponsoring next year's 5K not only supports Children's Glioma Cancer research, but also increases awareness and support for those affected by this terrible childhood disease. Would you please consider joining us in the quest for a cure by participating as a sponsor?

The 2012 Friends of Melana 5K and 1 Mile Fun Run will be held Sunday, June 24th at 9 am in Garrettsville, Ohio. We would like to have all major sponsorships confirmed by April, 2012. Within this packet, you will find the levels of sponsorship laid out as well as the commitment form. We look forward to working with you on what promises to be a most exciting and worthy cause!

Please contact our Race-Director Jacob Vaughan at (330)632-0072

vaughanjs@my.hiram.edu

or

our Assistant Director- Diana Morris at (330)628-0759

be4him.oh@sbcglobal.net if you have further questions.

Sincerely,

The 2012 Friends of Melana 5K Committee.

2012 FRIENDS OF MELANA 5K

PRESENTING SPONSOR

Sponsor Opportunities

1. Top billing on all advertising
2. Recognition on all media promotions
3. Sponsor name or logo on race T-shirt
4. Logo on race bib
5. Sponsor name or logo on promotional flyers
6. Sponsor's Material in Race Participant's "Goodie Bag"
7. Sponsor logo on advertising posters
8. Sponsor logo on direct mail piece
9. Ten complimentary race entries (includes race T-shirt)
10. Individual promotional table at race
11. Sponsor name or logo for START/FINISH LINE BANNER
(exclusive to Presenting Sponsor)
12. First Right's of Refusal for next year

Sponsorship: \$4,500

Please complete The Sponsorship Donation Commitment Form at the end of this packet.



2012 FRIENDS OF MELANA 5K

PLATINUM SPONSOR

Sponsor Opportunities

1. Recognition on all media promotions
2. Sponsor name or logo on race T-shirt
3. Logo on race bib
4. Sponsor name or logo on promotional flyers
5. Sponsor's Material in Race Participant's "Goodie Bag"
6. Sponsor logo on direct mail piece
7. Four complimentary race entries (includes race T-shirt)
8. Display your company banner on race day
9. Company promotional table at race

Sponsorship: \$2,225

Please complete The Sponsorship Donation Commitment Form at the end of this packet.



2012 FRIENDS OF MELANA 5K

GOLD SPONSOR

Sponsor Opportunities

1. Sponsor name or logo on race T-shirt
2. Sponsor name or logo on promotional flyers
3. Sponsor's Material in Race Participant's "Goodie Bag"
4. Sponsor logo on direct mail piece
5. Two complimentary race entries (includes race T-shirt)
6. Display your company banner on race day
7. Company promotional table at race

Sponsorship: \$1,000

Please complete The Sponsorship Donation Commitment Form at the end of this packet.



2012 FRIENDS OF MELANA 5K

SILVER SPONSOR

Sponsor Opportunities

1. Sponsor name or logo on race T-shirt
2. Sponsor's Material in Race Participant's "Goodie Bag"
3. Display your company banner on race day
4. One complimentary (includes t-shirt)
5. Company promotional exhibit space table on race day

Sponsorship: \$500

Please complete The Sponsorship Donation Commitment Form at the end of this packet.



2012 FRIENDS OF MELANA 5K

BRONZE SPONSOR

Sponsor Opportunities

1. Sponsor name or logo on race T-shirt
2. Sponsor's Material in Race Participant's "Goodie Bag"
3. Company promotional exhibit space table on race day

Sponsorship: \$250

Please complete The Sponsorship Donation Commitment Form at the end of this packet.



2012 FRIENDS OF MELANA 5K

SPONSORSHIP DONATION COMMITMENT

2012 FRIENDS OF MELANA 5K

Name of Company (as you would like it to appear in promotional materials)

Street Address

Company Contact Name

City, State Zip

E-mail

Phone Number

Fax Number

Signature of Authorization

5K Committee Member
Securing Donation

Actual Value of Sponsorship Donation: \$ _____

****Please Make Checks Payable to Friends of Melana****

The Company Logo will be e-mailed by April 15, 2012 to meet the promotional material deadline: YES _____ NO _____

Terms of Donation: The 2012 Friends of Melana 5K and 1 Mile Fun Run will be held on Sunday June 24, in Garrettsville Ohio. All proceeds from the race will go directly to the Friends Of Melana Foundation. The Friends of Melana Foundation is a 501c3 organization, donations to which are tax deductible to the fullest extent of the law.

Donations can be mailed to: Friends of Melana

PO Box 333

Garrettsville, OH 44231

Committee Contacts: Race Director- Jacob Vaughan (330)632-0072

vaughanjs@myhiram.edu

Assistant Director- Diana Morris (330)628-0759

be4him.oh@sbcglobal.net