



July 8, 2021

Dear Prospective Sponsor,

The City of Graham strives to bring a truly unique events to Alamance County, and would like for your organization to play a part. We are seeking to form a sponsor relationship with your business for the 1st annual 9/11 Commemorative 5K Run/Walk Event. This event is being coordinated by the City of Graham Recreation & Parks, Fire, and Police Departments. We believe your business could play a vital role in making this annual event the perfect way to bring people together and add to community traditions in Alamance County.

This event invites all ages to participate in a FREE (donations accepted) 5K to commemorate the 20th anniversary in remembering the tragedy and the heroes of September 11. In addition to the 5K, there will be engaging community activities including a fun run, kid's zone, activities offered by community organizations, a blood drive, food trucks, and music. Your sponsorship will help purchase participant t-shirts, cover the band cost, food tent cost, medals for the winners, participant registration, and event expenses. All remaining proceeds will be donated to Children of Fallen Heroes organization, where they provide support and immediate needs for surviving spouses and children of First Responders & Military fallen heroes.

Below you will find a sponsorship opportunity for the event, as well as the benefits. We invite your business to take advantage of the exceptional advertising and promotional opportunity as we strive to increase the profile of your company to our community and to your target market.

Gold Level Sponsor: \$1000

Available: 2

Included for Sponsor:

Exhibit booth at the event*

Company logo on participant t-shirt – sleeve of shirt

Large company logo will be featured on a banner the day of the event

Large company logo and link to website listed on event webpage

Name recognized on social media for the event

Silver Level Sponsor: \$500

Available: Unlimited

Included for Sponsor:

Company logo on participant t-shirt – back of shirt

Small company logo will be featured on a banner the day of the event

Small company logo and link to website listed on event webpage

Name recognized on social media for the event

Bronze Level Sponsor: \$250

Available: Unlimited

Included for Sponsor:

Name will be featured on a banner the day of the event

Name listed on event webpage

Name on participant t-shirt

Name recognized on social media for the event

*Provided by Sponsor

If interested, please confirm no later than July 31, 2021 (invoice will be emailed). Sponsorships can be made by a check payable to the City of Graham or by VISA/MasterCard. We look forward to working with you on 9/11 Commemorative 5K Run/Walk Event. Thank you in advance for your support of our community and this event.

For more information about sponsoring this event, please contact the Graham Recreation & Parks Marketing Supervisor, Brandy McCandless, at bmccandless@cityofgraham.com or call (336) 513-5510.