



March 25, 2022

Dear Prospective Sponsor,

The City of Graham strives to bring truly unique events to Alamance County, and would like to invite your organization to play a part. We are seeking to form a sponsor relationship with your business for the second annual 9/11 Commemorative 5K Run/Walk Event. This event is being coordinated by the City of Graham's Recreation & Parks, Fire, and Police Departments. We believe your business can 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 commemorative event invites runners and walkers of all ages to participate in a FREE (donations accepted) 5K. 2022 will be our second year for the 5K and the 21st anniversary in remembering the heroes of September 11, 2001. In addition to the 5K, there will be engaging community activities including a non-competitive 1-mile run/walk, food trucks, community organization booths, a kid's zone, blood drive, a Runner Services station, and music. Your sponsorship will help purchase participant t-shirts, cover the costs for participant registration, medals, entertainment fees, and additional expenses. All remaining proceeds will be donated to the Children of Fallen Heroes organization. This organization provides support and immediate needs for surviving spouses and children of First Responders & Military fallen heroes.

Below you will find a sponsorship opportunity to support 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.

Platinum Level Sponsor: \$1500

Available: 2

Included for Sponsor:

Exhibit space at the event*

Opportunity to help present the medals to the winners

Company logo on participant t-shirt – sleeve of the shirt

Company logo on motivation signage along the route the day of the event

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

Large company logo and link to website listed on event webpage

Name recognized on social media for the event

Up to 5 Event Shirts for Sponsor

Gold Level Sponsor: \$1000

Available: 6

Included for Sponsor:

Exhibit space at the event*

Company logo on participant t-shirt – logo on the upper back of the shirt

Company logo will be featured on a banner on the day of the event

Company logo and link to website listed on event webpage

Name recognized on social media for the event

Up to 2 Event Shirts for Sponsor

Silver Level Sponsor: \$500

Available: Unlimited

Included for Sponsor:

Small Company logo on participant t-shirt – small logo center back of the 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 on participant shirt

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

Name listed on event webpage

Name recognized on social media for the event

*Provided by Sponsor (Sponsor is responsible for their own tables, chairs, tents, tarpaulins and any other needs that may arise.)

If interested, please confirm no later than June 20, 2022 (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.