



July 14, 2023

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 third 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. 2023 will be our third year for the 5K and the 22nd anniversary of 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, a blood drive, a Runner Services station, and music. Your sponsorship will help purchase participant t-shirts, and 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.

Flagship Level Sponsor: \$5000 *(This level of sponsorship will cover the Parachute Jump Demonstration into the event space with the American Flag provided by Children of Fallen Heroes)*

Available: 1

Included for Sponsor:

Exhibit space at the event*

Opportunity to help present the medals to the winners

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

Company logo will be featured in advertisements for the Parachute Jump Demonstration

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

Large company logo will be featured on a sponsor 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 the Sponsor

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 motivational signage along the route on the day of the event
Large company logo will be featured on a sponsor 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 the 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, under Flagship Level Sponsor
Company logo will be featured on a sponsor 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 the 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 sponsor banner on 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's 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 July 31, 2023 (the 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 the 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.