



January, 2016

Dear Business Owner/Manager,

The Sly Fox Track Club will hold the second annual Pottstown Half Marathon & 5k presented by Pottstown Memorial Medical Center on July 16, 2016. This year, the half marathon has been chosen as the Road Runners Club of America Pennsylvania Half Marathon Championship. We are excited to showcase Pottstown to all of the racers and spectators and are reaching out to local businesses in order to get the entire community involved in putting on another top notch race.

In order for this event to be a success we need your help. There are several ways to get involved, from becoming a sponsor to volunteering on race day to donating goods and services to the event. We have attached a sponsorship form for you to review.

This is an opportunity for your organization to get involved and showcase your business to the Pottstown area, whether it be by purchasing a mile marker, setting up a table at our race expo (Friday, July 15), or donating goods to the race bags. We are open to your ideas as well and can discuss other options to highlight your business/organization.

If you have any questions please feel free to contact Chris at 484-941-1952 or email SlyFoxTrackClub@gmail.com. We look forward to having you as a partner for this event.

Sincerely,

Chris Bayless
Sly Fox Track Club





Pottstown Half-Marathon Sponsorship Options July 16, 2016

Awards & Bid Number Sponsorship: \$2,500 (Not Available)

Your Company Logo on Custom bibs and the Finisher Medal
2 Inch high display of your company name/logo on Race T-Shirt
Name displayed at Expo/Race site and on website
Display of any Banner or Signage you provide at the race site
Opportunity to set up a table at the Race Expo to showcase your product and services
Receive 7 Complimentary Race Entries
Invite for your company representative to participate in the awards ceremony
Distribution of any marketing materials you provide to all participants

Platinum Sponsorship Level: \$1,000

2 Inch high display of your company name/logo on Race T-Shirt
Name displayed at Expo/Race site and on website
Display of any Banner or Signage you provide at the race site
Opportunity to set up a table at the Race Expo to showcase your product and services
Receive 5 Complimentary Race Entries
Invite for your company representative to participate in the awards ceremony
Distribution of any marketing materials you provide to all participants

Gold Sponsorship Level: \$500

1 Inch high display of your company name/logo on Race T-Shirt
Name displayed at Expo/Race site and on website
Display of any Banner or Signage you provide at the race site
Opportunity to set up a table at the Race Expo to showcase your product and services
Receive 3 Complimentary Race Entries
Invite for your company representative to participate in the awards ceremony
Distribution of any marketing materials you provide to all participants

Mile Marker Sponsorship Level: \$300 (13 Available)

½ Inch display of your company name/logo on Race T-Shirt
Name displayed at Expo/Race site and on website
Opportunity to set up table at Race Expo to showcase your product and services
Receive 1 Complimentary Race Entry
We will provide the Sign with your company logo on it
Distribution of any marketing materials you provide to all participants

Race Expo Table: \$100

Able to set up a table that you provide at our Race Expo on Friday July 15
Distribution of any marketing materials you provide to all participants
Display of any banner or Signage you provide at the Race site

Goodie Bag Sponsorship: \$50

Your company info in all goodie bags and samples that you provide

Refreshment Sponsorship

Items are needed for use by the race including such things as post race refreshments, door prizes, in-kind services, bottled water, Gatorade, etc. Level of recognition in return is negotiable based on the perceived value of the donation. To be listed on the Race T-Shirt, the value of the donation must exceed \$250.

Contributor Form

Please return the following form no later than May 31, 2016 to Chris Bayless, Sly Fox Track Club, 1339 Lynn Drive Pottstown PA 19464.

Questions can be addressed to Chris via email at

slyfoxtrackclub@gmail.com

Contribution Level (Check one):

Platinum Gold Mile Marker Expo Table Goodie Bag
 Refreshments

Company Name: _____

Company Address: _____

Contact Person: _____

Title: _____

Telephone: _____ Email: _____

Will you be sending Logo for the Shirt? Yes No

Will you be participating in the Race Expo? (July 15, 2016, 3 – 7 pm) Yes No

Will you be providing samples/literature for the goodie bags? Yes No