



SMALL TOWN...BIG RACE...STRONG COMMUNITY

**RE: 31st Annual Kennett Run
Saturday, May 16, 2020**

Dear Prospective Sponsor,

I hope you will join the other business and community leaders who are sponsors of the Kennett Run, such as Tri-M Group, Chatham Financial, Sinton Heating and Cooling, Phillips Mushrooms, Sweet Christine's Bakery, and more. The details of the sponsorship opportunities and benefits are in the enclosed materials.

As you consider joining our sponsorship team please keep the following in mind:

- We recognize our sponsors through race day promotions, memorabilia and by bringing you together so you can meet your fellow community leaders.
- Your sponsorship directly improves the quality of life in Kennett Square and Southern Chester County. The more attractive our community is the more people want to live and work here, improving business opportunities.
- Employees want to work for businesses that invest in them and their community, so sponsor businesses have an easier time retaining current and acquiring new employees because they are visibly investing in their community.

Well over 1,500 people join us in Anson B Nixon Park on race morning, May 16, 2020 as runners, family members and supporters. I hope you will join our group of sponsors who help them improve our community.

If you have any questions please call me Becky Devestine at 610-444-00933, or email her at bdevestine@pa4law.com.

Sincerely,
Becky R. Devestine
Sponsorship Committee Member,
Kennett Run Charities

P.S. Please visit our website at www.kennettrun.net



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Sponsorship Level Benefits 2020

Venue Sponsor Benefits	Event Sponsor (1 Only)	Race Sponsor* (5 Max)	Gold Sponsor	Silver Sponsor
Identified as Primary Sponsor in all materials	★			
Sponsor may present awards to runners	★			
Sponsor may start named race		★		
Logo on registration banner	★			
Races named for sponsor (5K, 10K, run/walk)		★		
Sponsor representative presents awards	★	★		
Listing on start/finish banner	★	★		
Sponsor named in PA announcements	★	★		
Race day table	★	★	★	
Downtown Kennett Square pole banner	★	★	★	
Name listed in event advertising	★	★	★	
Hot link from Kennett Run web site to sponsor site	★	★	★	
Table space available for ads at registration	★	★	★	
Name listed on postcards and posters	★	★	★	★
Logo on Kennett Run web site	★	★	★	★
Social media exposure	★	★	★	★
Logo on event advertising	★	★	★	★
Listing on sponsor recognition banner	★	★	★	★
Top listing with logo on race shirts	★			
Prominent listing on race shirts with logo		★		
Logo on race shirts			★	
Name only listed on race shirts				★
Investment	\$15,000	\$5,000	\$2,500	\$1,500

*The 5 races that can be sponsored are the 5K, 10K, 1 mile Run/Walk, Kid's Run/Walk, and the PowerRun competition

Additional exposure available: Listing on the food and water tent(s) at a cost of \$350.

If you don't want to be an official sponsor, you can rent a table at the race for \$350.



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31st Annual Kennett Run Saturday, May 16, 2020

Sponsorship Agreement

I agree to join Kennett Run Charities, Inc. in presenting the 31st annual Kennett Run on Saturday May 16, 2020 as a sponsor.

Selected Sponsorship Level (choose one)

- ☐ Event Sponsor (\$15,000) ☐ Race Sponsor (\$5,000)
☐ Gold Sponsor (\$2,500) ☐ Silver Sponsor (\$1,500)

Organization Name: _____

Contact Name and Title: _____

Contact Email Address: _____

Phone Number: _____

Select your payment option:

- ☐ Payment in full (check enclosed)
☐ Pay in 2 installments: Half now and half due July 2020
☐ Pay monthly in equal installments over a 10 month period

Promotional Support materials to be sent to Kennett Run Charities no later than 1 week from Date:

- electronic logo to be used on all marketing and promotional materials
- URL to be linked to the Kennett Run web site

I agree to sponsor the 2020 Kennett Run at the level selected above for the 2020 race, and make the payments as specified in my above selection. I grant Kennett Run Charities the right to use my logo and URL in their marketing efforts without prior approval as specified in the Sponsor Benefits Table.

Signature _____ Date: _____