



# KENNETT RUN CHARITIES, INC.

P.O. Box 327, Kennett Square, PA 19348 [www.kennettrun.net](http://www.kennettrun.net)

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February 14, 2021

Dear Sponsor,

We would like to express our deep appreciation for your past sponsorship especially during these uncertain times when many businesses, organizations, and families are struggling due to Covid-19. With your assistance, Kennett Run Charities (KRC) was able to provide over \$30,000 to the Kennett and Oxford food cupboards to help our neighbors with food, utility, and housing issues in 2020.

As you may have heard, in an abundance of caution and with the safety of race participants, spectators, and volunteers in mind, the 2021 Kennett Run will be a **virtual run**. The run will take place beginning on **Saturday May 15<sup>th</sup> through Sunday, May 23<sup>rd</sup>**. A virtual run allows the runner to personalize their run by choosing their course and race partner(s) thereby running in a safe manner. We hope your business will partner with us in maintaining the tradition of the Kennett Run and continue its mission to support the Southern Chester community family.

We are thrilled to announce the addition of an SEO marketing specialist to our team that will heighten the run's social media presence, highlight our sponsors and create excitement for the charity. Additionally, we are working with Historic Kennett Square to develop joint promotional efforts to support our local businesses. We will let you know if this creates any new opportunities for KRC to support your business.

If you know of any charitable organizations that would benefit from a Kennett Run Charities grant, please encourage them to visit our website [www.kennettrun.net](http://www.kennettrun.net) to obtain and complete an application.

While the process, awards, and run will be totally different this year, we are dedicated to making the virtual run a huge success and have already received registrations from enthusiastic participants who are ready to **"Run Like It's 1989."**

Attached you will find the 2021 sponsorship options and commitment form for your information and consideration. **Please return the form to me via email or fax (610-444-5695) by Friday, March 26, 2021** so your business may be included on all media opportunities. If you have any additional questions regarding sponsorship or the race, please email or call me at 610-444-0933.

**THANK YOU** for your continued support of this important community event.

Becky R. Devestine

Sponsorship Committee Chairman

# 2021 Sponsorship Benefits

Benefits	Event Sponsor (1)	Race <sup>1</sup> Sponsors (3 Max)	Gold	Silver
Identified as Primary Sponsor in all materials	*			
Races named for sponsor (5K, 10K, 1 mile)		*		
Downtown Kennett Square pole banner	*	*	*	
Name listed in event advertising	*	*	*	
Hot link from Kennett Run web site to sponsor site	*	*	*	
Listed on swag bag thank you letter	Logo	Name listed	Name listed	
Host weekly prize drawing for a runner	*	*	*	
Logo on Kennett Run web site	*	*	*	*
Social media exposure on Facebook and Instagram	*	*	*	*
Logo on event advertising	*	*	*	*
Listing on State Street promotional banner (used 2 times)	*	*	*	*
Place small item in runner swag bag	*	*	*	*
Top listing with logo on race shirts	*			
Prominent listing on race shirts with logo		*		
Logo on race shirts	Largest, appearing first	Next size, appearing second	Next size appearing third	
Name only listed on race shirts				*
Investment	\$15,000	\$5,000	\$2,500	\$1,500

1) The races that can be sponsored are the 5K, 10K, and 1 mile runs.

Free support for retail businesses participating in joint promotional efforts:

- Social media exposure on Facebook and Instagram
- Place item in runner swag bag (gift cards and special offers to runners)
- Provide items for weekly runner drawings (special offers to runners)

# Sponsorship Agreement

I agree to join Kennett Run Charities, Inc. in presenting the Virtual Kennett Run from Saturday May 15 through Sunday May 23, 2021 as a sponsor.

Selected Sponsorship Level (choose one)

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

☐ I want to explore joint social media marketing with Kennett Run Charities.

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 March 26:

- 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 2021 Kennett Run at the level selected above for the 2021 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, and in joint social media marketing efforts to which I agree.

Signature \_\_\_\_\_ Date: \_\_\_\_\_