



MINDING YOUR MIND

Minding Your Mind 5K Walk/Run Sponsorship Letter

April 6, 2014 at South Ardmore Park 1498 Sussex Ave, Wynnewood PA

We cordially invite you to participate as a Sponsor of the 4th annual Minding Your Mind 5K Walk/Run. This event will raise money to provide free mental health education throughout the Delaware Valley. Our speaker program is designed to reduce the stigma associated with mental illness through our in-school presentations. The audiences are middle and high school students, their parents, teachers and school administrators. The speakers, young adults who are successfully coping with mental illness, share their personal stories.

Your sponsorship helps to defray the cost of organizing the event. Funds received from sponsorships are used to purchase t-shirts for registered race participants, awards and complimentary drinks and snacks for each race participant. Any additional money from sponsorships will help go toward our fundraising goal of \$25,000.00.

There are various levels of sponsorship for the Minding Your Mind Walk/Run. Size and placement of logos on t-shirts and web site are based on sponsorship level.

Title Sponsor - \$5,000

- Company Name or Logo on all road signs leading up to the race
- Company Name or Logo placed at the top of race t-shirt worn by runners
- Listed as top sponsor on web site with logo and link
- Banner or merchandise prominently displayed at race (provided by sponsor)
- Prominent recognition on all race advertisements including posters and brochures
- 10 complimentary race entries

Platinum Sponsor - \$2,500

- Logo on back of race t-shirt worn by runners
- Banner or merchandise prominently displayed at race (provided by sponsor)
- Recognition on all race advertisements including posters, brochures and web page
- 8 complimentary race entries

Gold Sponsor - \$1,000

- Logo on back of race t-shirt worn by runners
- Banner or merchandise prominently displayed at race (provided by sponsor)
- 5 complimentary race entries

Silver Sponsor - \$500

- Logo on back of race t-shirt worn by runners
- Recognition in runners' registration packets
- Recognition on Event's web page
- 3 complimentary race entries

Bronze Sponsor - \$250

- Recognition on back of race t-shirt worn by runners
- 2 complimentary race entries



Minding Your Mind 5K Run Sponsorship Form
April 6, 2014 at South Ardmore Park 1498 Sussex Ave, Wynnewood PA

Organization Name: _____

Address: _____

City, State, Zip code: _____

Contact Person: _____

Contact Email: _____

Phone Number: _____

Website Address: _____

1. Sponsorship level (please circle):

Title Sponsor Platinum Sponsor Gold Sponsor Silver Sponsor Bronze Sponsor

2. We plan to send materials / giveaways to be distributed at the race: YES NO

3. Sponsor can choose to have company name or submit a logo. Please write your company name exactly how you would like it to appear on website, signage, etc.:

Artwork and logos should be submitted to melissa.boyle@mindingyourmind.org as follows:

- Logos for t-shirts will be printed only in one color and should be submitted as a vector file.
- Logos for website should be submitted to as 72 dpi JPEG or EPS files. Most Photoshop and Illustrator files can also be accepted.

4. Participants that receive complementary race entries as part of their sponsorship can register for the 5K by providing participant information to Melissa Boyle at melissa.boyle@mindingyourmind.org.

5. Checks can be made payable to Minding Your Mind and mailed to: 42 West Lancaster Avenue, 2nd Floor, Ardmore, PA 19003. **Please mail checks by March 28, 2014.**

Please contact Trish Larsen with questions or for additional information on sponsorships at 610-213-2683 or email to trish@mindingyourmind.org.