
Dear _____,

On behalf of Bright Beginnings, Inc., I invite you to join me in supporting the 2015 Bright Beginnings 5K race as a sponsor. Bright Beginnings sustains life-changing services that prepare young homeless children for kindergarten and stabilize their families. On March 7, 2015 at Hains Point, the Junior League of Washington will hold our fun-filled annual event that supports Bright Beginnings' education, therapeutic, and family-stabilizing services that give homeless infants, toddlers and preschoolers, and their families the best chance of success in school and in life.

The Junior League of Washington founded Bright Beginnings in 1991 after identifying a critical need for high-quality developmental childcare among homeless families in the District of Columbia. Bright Beginnings, now a nationally-accredited 501(c)(3) non-profit organization in its own right, offers safe, nurturing, developmental childcare and parent support services for infants, toddlers and preschoolers and their families living in homeless shelters or transitional housing. Each year, Bright Beginnings prepares nearly 150 homeless children to enter kindergarten ready to read and ready to learn, while also helping their parents to transition out of homelessness and achieve self-sufficiency.

Louis is a Bright Beginnings parent who was recognized by the White House Fatherhood Initiative for his positive presence and influence with his family and in the community. He recently shared his gratitude for the difference Bright Beginnings has made in his life and for his family: "How can I describe an organization and a group of people who have taken the strain, the stress and the worry off my family even though we are homeless? My children have been here for the last four years and I know they are safe, loved and learning when I go off to work. I prayed for a better life for my kids. Bright Beginnings was the answer to that prayer."

Bright Beginnings, which has served nearly 2,300 homeless children, makes a significant difference in the lives of young children and their families who are facing a shrinking social service network, scarce housing options, and a challenging job market. Families with young children are among the fastest-growing segments of the homeless population. At the end of the most recent school year, more than 200 children were on the waiting list to enroll at Bright



Beginnings, which is one of only two programs in the District specifically designed to address the needs of these families.

As you are considering a sponsorship, please know that every dollar you contribute creates the brightest of beginnings for the most vulnerable children in the city. Without our support, these vulnerable children may fall so far behind academically that they will never catch up, while their parents and families are trapped in a devastating cycle of poverty and homelessness. We invite you to join us for a tour of Bright Beginnings to see the impact your support will make.

Thank you for considering a tax-deductible sponsorship that will create bright futures for homeless children and families. I look forward to connecting with you soon to share the success stories that inspire me to donate and work as hard as I can to help these children and families succeed. You may also contact Bright Beginnings directly by calling Agatha Tomasik at (202) 842-9090.

More information can be found at www.brightbeginningsinc.org/5k. We look forward to joining forces with you to help end the cycle of homelessness in Washington, DC.

With warmest regards,

Bright Beginnings 5K Sponsorship Committee Chairs:

Janet Skelly

jlskelly@gmail.com

Cell: (240) 994-4294

Heather Louise Finch

hlfinch09@gmail.com

Cell: (252) 230-5740

2015 BRIGHT BEGINNINGS 5K

The Bright Beginnings 5K is a high-visibility opportunity to be part of the solution for vulnerable homeless children and their families, and join other well-educated, well-connected, and passionate supporters and organizations in helping homeless infants, toddlers and preschoolers and their families succeed in a devastating economic and employment environment. The run/walk starts and finishes at West Potomac Park at Hains Point, and provides participants with scenic views of Washington landmarks, including the FDR Memorial and Tidal Basin. More than 600 runners and walkers have historically participated in this event.

SPONSOR BENEFITS

- ✓ Your company name and/or logo and event sponsorship recognition on key Bright Beginnings 5K materials, including:
 - Bright Beginnings 5K T-shirt (logo placement commensurate with sponsorship level)
 - Bright Beginnings and Junior League of Washington e-communications
 - Bright Beginnings 5K website (www.brightbeginningsinc.org/5k)
 - Bright Beginnings, Inc. website 5K event page
 - Bright Beginnings 5K event-day signage
- ✓ Recognition as a sponsor in key Bright Beginnings marketing materials, including:
 - Media releases and other public relations activities
 - Announcements at the event
- ✓ Acknowledgment in Junior League of Washington *Hotline* (2800+ distribution)
- ✓ Acknowledgement in Bright Beginnings Annual Report (2,000+ hard copy distribution)
- ✓ Complimentary runner registration commensurate with sponsorship level

All sponsorships and logos must be received by Friday, February 6, 2015 for inclusion in event materials. All proceeds are donated directly to Bright Beginnings and all contributions are tax deductible to the fullest extent of the law. Donors will receive a donation acknowledgement letter from Bright Beginnings for tax purposes. Contributions of in-kind goods or services will be acknowledged at 50% of their value, e.g. an in-kind corporate contribution of \$10,000 will be considered a \$5,000 sponsorship.

GIVING LEVELS

Benefits listed below are *in addition to* the benefits listed above.

\$25,000 TITLE SPONSOR

- ✓ Exclusive opportunity to announce the start of the 5K
- ✓ Exclusive photo opportunity with Bright Beginnings senior leadership and board of directors
- ✓ Acknowledgement in Bright Beginnings' subscriber and social media community materials (3,000+ distribution)
- ✓ Complimentary registration of 50 team runners
- ✓ Volunteer opportunities and/or private tours at Bright Beginnings for company employees

\$15,000 CORPORATE ELITE SPONSOR

- ✓ Acknowledgement in Bright Beginnings' subscriber and social media community materials (3,000+ distribution)
- ✓ Complimentary registration of 25 team runners

\$10,000 CORPORATE SPONSOR

- ✓ Acknowledgement in Bright Beginnings' subscriber and social media community materials (3,000+ distribution)
- ✓ Complimentary registration of 20 team runners

\$5,000 PLATINUM SPONSOR

- ✓ Acknowledgement in Bright Beginnings' subscriber and social media community materials (3,000+ distribution)
- ✓ Complimentary registration of 10 team runners

\$2,500 GOLD SPONSOR

- ✓ Acknowledgement in Bright Beginnings' subscriber and social media community (3,000+ distribution)
- ✓ Complimentary registration of 5 team runners

\$1,000 SILVER SPONSOR

- ✓ Complimentary registration of 3 team runners

\$500 FRIEND

- ✓ Complimentary registration of 1 team runners

SUPPORTING SPONSORSHIPS

Supporting sponsors are associated with a unique aspect of the event. Benefits listed below are *in addition to* the benefits listed above.

START/FINISH LINE SPONSOR - \$5,000

- ✓ Exclusive logo placement on start/finish line signage
- ✓ Complimentary registration of 10 team runners

STROLLER BRIGADE SPONSOR - \$5,000

- ✓ Stroller Brigade will be called [Company Name] Stroller Brigade
- ✓ Complimentary registration of 10 team runners

BIB SPONSOR - \$5,000

- ✓ Exclusive logo placement on bibs
- ✓ Complimentary registration of 10 team runners

WATER STATION SPONSOR - \$2,500

- ✓ Exclusive logo placement on custom-labeled bottled water distributed at finish line
- ✓ Complimentary registration of 5 team runners

BAG CHECK SPONSOR - \$2,500

- ✓ Event-day bag check will be called [Company Name] Bag Check
- ✓ Complimentary registration of 5 team runners

MILE MARKER SPONSOR - \$1,000

- ✓ Exclusive naming rights of one mile marker
- ✓ Mile 1 marker will be called Mile 1 presented by [Company Name]; Mile 2 marker will be called Mile 2 presented by [Company Name]
- ✓ Complimentary registration of 3 team runners

FEELING FLUSH? PORT-A-POTTY SPONSOR - \$150

- ✓ Exclusive 8 x 10 sign on a single port-a-potty near Start/Finish line

BRIGHT BEGINNINGS FOR BRIGHT FUTURES SPONSOR - \$100

- ✓ Sponsorship of three Bright Beginnings family participants to participate in the event and a \$10 transportation stipend

**2015 BRIGHT BEGINNINGS 5K
CORPORATE SPONSOR COMMITMENT FORM**

Sponsor Name (Company or Individual, as you would like it to appear in promotional materials)

Company Contact Name

Street Address

E-mail

City, State, Zip Code

Phone Number

Fax Number

Signature of Authorization

Name of Bright Beginnings 5K Committee Member Securing Donation

Amount of Corporate Sponsorship Donation: \$ _____

(Or actual value, if in-kind donation)

I will mail a check to the address below by February 6, 2015.

The check is in the DC area and I would like someone to pick it up.

Please make checks payable to Bright Beginnings, Inc.

The company logo will be emailed by February 6, 2015 to meet the promotional materials printing deadline: YES NO

If you are including further donations, such as Gift Certificates/Coupons/Event Tickets, please also complete the attached Prize Donation Commitment Form.

Terms of Donation: The 2015 Bright Beginnings 5K will occur on March 7, 2015. All proceeds from the event will benefit Bright Beginnings, Inc., 128 M Street, NW, Washington, DC 20001. Bright Beginnings, Inc. is a 501(c)(3) non-profit organization (Federal ID no. 52-1697917).

Please e-mail this form and company logo to: Janet Skelly, jlskelly@gmail.com

Please mail a copy of this form and your sponsorship check to:

2015 Bright Beginnings 5K
c/o Jonna Holden, Center Administrator
128 M Street, NW
Washington, DC 20001

**2015 BRIGHT BEGINNINGS 5K
PRIZE DONATION COMMITMENT FORM**

Donor Name (Company or Individual, as you would like it to appear in promotional materials)

Company Contact Name

Street Address

E-mail

City, State, Zip Code

Phone Number

Fax Number

Signature of Authorization

Name of Bright Beginnings 5K Committee Member Securing Donation

Actual or approximate retail value of donation: \$ _____

For Gift Certificates/Coupons/Event Tickets, please complete the following:

Dates valid/ticket event date (must be after March 7, 2015) _____

List any "blackout-dates" or restrictions: _____

Are promotional materials available (e.g., brochure, flyer)? YES, enclosed NO

Is there an actual Gift Certificate(s)? YES, enclosed NO

- Submitting the item:** I will mail it to the address below by February 6, 2015.
 I will e-mail a gift certificate/letter to the contact below.
 The item is in the DC area and I would like someone to pick it up.

Terms of Donation: The 2015 Bright Beginnings 5K will occur on March 7, 2015. All proceeds from the event will benefit Bright Beginnings, Inc., 128 M Street, NW, Washington, DC 20001. Bright Beginnings, Inc. is a 501(c)(3) non-profit organization (Federal ID no. 52-1697917).

Please e-mail this form and company logo to: Margaret Chadbourn, mchadbourn@gmail.com

Please mail a copy of this form and donation to:

Margaret Chadbourn
3700 Massachusetts Avenue, NW #415
Washington, DC 20016