



Route 66 10K Run/Walk Race Sponsorship

Metro Milers
Route 66 10K Sponsorship
PO Box 214, Edwardsville, IL 62025

Dear Area Business,

The Metro Milers are pleased to announce the 3rd Annual Route 66 10K Run/Walk has been scheduled for Saturday, October 10, 2009. The Metro Milers is a running and walking non-profit club established in the Edwardsville-Glen Carbon area in 2007, currently with over 30 members.

We are looking for your support to help make this a successful event for all. We would like to offer a great marketing opportunity to advertise your business/organization by becoming a sponsor of this growing event. Businesses/organizations have the opportunity to have their business name and/or logos seen on 350 race t-shirts, 5,000 race flyers & posters, club website, signage along the course and be verbally recognized at the race awards ceremony. This is a great way to reach hundreds of consumers in the St. Louis Metro area and be linked to a wonderful local event!

We offer a variety of sponsorship levels which are outlined on page two. It is extremely important to race management that our sponsors get the best possible return on their investment. If there is an alternative advertising campaign which you feel might be more appropriate for your business, please contact us.

If you are interested in becoming a sponsor of this fun, exciting event, please send your completed sponsorship form to:

Route 66 10K Sponsorship
PO Box 214, Edwardsville, IL 62025

We request these forms be returned no later than September 19th to ensure proper recognition of your support. If you have any questions, please email us at info@metromilers.com or contact Rich Luers or Chris Dockery. We thank you for your generous support and look forward working with you.

Sincerely,

Rich Luers
Race Director
618-444-2967

Chris Dockery
Assistant Race Director
618-401-9980



<p><u>Gold Sponsorship - \$500</u></p> <ul style="list-style-type: none"> • Business name and logo on all race materials including club websites. • Distribution of marketing materials and/or product samples in race goodie bags (350 bags) • Business logo on all promotional materials including posters, race applications (5,000 forms distributed in St. Louis metro area) • Business logo on back of race T-shirt • Business recognized at pre-race announcements and post-race award ceremony • Ability to place business signage along course • 3 Sponsor 'highlight' emails to race participants • 3 Free Race Entries 	<p><u>Silver Sponsorship - \$250</u></p> <ul style="list-style-type: none"> • Business name and logo on all race materials including club websites • Distribution of marketing materials and/or product samples in race goodie bags (350 bags) • Business logo on race applications (5,000 forms distributed in St. Louis metro area) • Business logo on back of race T-shirt • Business recognized at pre-race announcements and post-race award ceremony • 1 Sponsor 'highlight' email to race participants • 1 Free Race Entry
<p><u>Bronze Sponsorship - \$100</u></p> <ul style="list-style-type: none"> • Business name on club websites. • Distribution of marketing materials and/or product samples in race goodie bags (350 bags) • Business recognized at pre-race announcements and post-race award ceremony 	

Route 66 Festival 10K Sponsorship Form

Organization Name: _____

Address: _____

Contact Name: _____ Phone: _____

Email: _____ Website: _____

Sponsorship Level: \$500 \$250 \$100 Other: _____

Supplies / Products: _____ Value: \$ _____

Please send sponsorships to:

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