



Dear Business Partner,

March 24, 2010

Public education is devastated by California budget cuts. Loomis schools must cut an additional \$1,168,000 from their budget next year to address the lack of State funding. Parents at Franklin School are taking matters into their own hands. On April 22, 2010, Greg Bomhoff, ultra-marathon runner and father of two children at Franklin School, will take to the school's track to begin a consecutive 24 hour run to raise funds for health and fitness programs.

**Go the Distance** is more than your traditional jog-a-thon; this is an outrageous effort to bring awareness to budget cuts and the need for fitness at schools. Greg's extreme efforts will inspire the kids at school to make a difference in their community, show them the benefits of setting goals and working hard to achieve them. Students will run with Greg while in their PE classes and they will learn what it takes to accomplish running more than 125 miles

Thank you for your interest in supporting this exciting event. Sponsorship is an excellent way for you to grow and foster your business relationships in the community. In addition to affording your company a valuable advertising opportunity, your participation with an event like **Go the Distance** identifies your business as being community and family oriented as well as health conscious.

We want our sponsors to receive the maximum benefits from their involvement with **Go the Distance**, so we are currently working to establish key partnerships. Making your donation commitment now ensures that we will be able to have your company's name and logo printed on future marketing materials and displayed on our website.

There are many ways you can contribute to **Go the Distance**. In addition to our sponsorship packages described below, there are options for cash and product donations, or programs can be customized to meet your objectives. Contact us to discover which sponsorship opportunity is right for you. This event is being put on by the Franklin Parent Teacher Club, a 501(C) 3 Non-Profit organization and all donations are tax deductible. Product donations are valued at half their cash value. Thank you in advance for donating to our cause and supporting our efforts to make the health and fitness of our kids a priority!

Attached are the standard corporate sponsorship opportunities. Please feel free to make any suggestions that work for your business, donations of any kind are appreciated. I would love the opportunity to discuss the event in more detail, please give me a call at (916) 765-5446 at your convenience.

Sincerely,

Gina Anixter  
**Go the Distance Event Coordinator**  
**(916) 765-5446**

[gina@gothedistance.run.com](mailto:gina@gothedistance.run.com)

[www.gothedistance.run.com](http://www.gothedistance.run.com)



### **Corporate Sponsorship:**

#### **Vendor Booth – (\$150 cash or cash equivalent (profit from sales) plus \$150 product giveaway)**

Your Company may:

Set up a vendor booth at the event on 4/22 from 4:30 - 8:30 pm.

Display a promotional banner at your booth (vendor supplies banner).

Have the opportunity to distribute marketing material or sell product.

Promote yourself as a business that supports local schools and children's health and fitness programs.

#### **Bronze – (\$300)**

Your Company may:

Have your company name and logo printed on event t-shirts, flyers and marketing material.

Have your company name listed on the event website sponsor page.

Promote yourself as a business that supports local schools and children's health and fitness programs.

#### **Silver – (\$600)**

Your Company may:

Have your company name and logo printed on event t-shirts, flyers and marketing material.

Have your company name and logo listed on the event website sponsor page with a link to your website.

Display a promotional banner at the event (sponsor provides).

Have the opportunity to distribute product or marketing material at the event (with approval).

Promote yourself as a business that supports local schools and children's health and fitness programs.

#### **Gold – (\$1000)**

Your Company may:

Have your company name and logo printed on event t-shirts, flyers and marketing material.

Be featured on the event website sponsor page with a link to your website.

Display a promotional banner at the event (sponsor provides).

Have the opportunity to distribute product or marketing material at the event (with approval).

Have your name and logo displayed on the start finish line banner.

Have your company name and logo displayed on the back of the runner's and support crew's clothing.

Promote yourself as a business that supports local schools and children's health and fitness programs.

#### **Platinum – (\$1500)**

Your Company may:

Have your company name and logo printed on event t-shirts, flyers and marketing material.

Be featured on the event website home page and sponsor page with a link to your website.

Display a promotional banner at the event (sponsor provides).

Have the opportunity to distribute product or marketing material at the event (with approval).

Have your name and logo displayed on the start finish line banner.

Have your company name and logo displayed prominently on the runner's and support crew's clothing.

Participate in the event.

Promote yourself as a business that supports local schools and children's health and fitness programs.

#### **Presenting Sponsor – (\$2500)**

Your Company may:

Have your company name and logo printed as Presenting Sponsor on event t-shirts, flyers and marketing material.

Be featured as presenting sponsor on the event website home page and sponsor page with a link to your website.

Display a promotional banner at the event (sponsor provides).

Have the opportunity to distribute product or marketing material at the event (with approval).

Have your name and logo displayed on the start finish line banner.

Have your company name and logo displayed prominently on the front of the runner's and support crew's clothing.

Participate in the event.

Participate in media opportunities prior to, during or after the event.

Promote yourself as a business that supports local schools and children's health and fitness programs.



## Donation Receipt

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact: \_\_\_\_\_

Thank you for your interest in supporting the **Go the Distance** event. Franklin Parent Teacher Club, a 501(C) 3 Non-Profit organization and all donations are tax deductible. Thank you in advance for donating to our cause and supporting our efforts to make the health and fitness of our kids a priority!

Please use our tax identification number for your records: **68-0084535**. Feel free to select a donation level from the Corporate Sponsorship Levels or come up with an amount that fits in your company's budget. Fill in the donation amount on the line provided below. We would like to recognize your company on our website, in future marketing materials, and on our Go the Distance T-shirts. Please submit your logo electronically to [gina@gothedistancerun.com](mailto:gina@gothedistancerun.com). Thanks again for participating in this exciting and unique event.

If you have any questions about the event please contact me at the above email address or by phone at 765-5446.

Donation Amount \_\_\_\_\_

Donations may be mailed to: Franklin School  
Go the Distance  
Attn: Gina Anixter  
7050 Franklin School Road  
Loomis, CA 95650

Best Regards,

Gina Anixter  
Go the Distance Event Coordinator

*Franklin School Parent Teacher Club*

