Running for Rachel
5101 Mountain Ridge Lane
Harrisburg, PA 17112

Dear Potential Sponsor,

Running for Rachel is excited to announce the 6th Annual Running for Rachel 5K Run/Walk event to be held on Harrisburg's City Island on Sunday, April 30, 2017, at 9 a.m.!

Running for Rachel began in an effort to support my dear friend, Rachel Lynn Guss, as she battled duodenal cancer. Since her passing in November 2011, our mission of support continues with raising awareness and funds for gastrointestinal cancer research at the National Institutes of Health (NIH).

Last year's race was a huge success. We raised over $70,000 with an impressive 850+ registered runners/walkers. Our website has had over 52,500 hits to date. The Running for Rachel 5K has truly become a premier fundraising event in Central PA! In the four years since our inception, we have raised over $250,000 for the National Institutes of Health Cancer Research Center!

These remarkable funds are being used for research aiming to find new and more effective treatments for duodenal and pancreatic cancer. The doctors and scientists harvest cancer tissue and cancer stem cells from patients' tumors (like Rachel's) to be grown in culture. The duodenal and pancreatic cancer stem cells are then exposed to a large number of already established and, more importantly, new cancer drugs (drug screening) and treatments. Drugs which most effectively kill duodenal and pancreatic cancer stem cells then proceed to more advanced study. It is our mission to continue to support these critical studies until more effective treatments are found. More information about the race, research details, and Rachel's story can be found on our website.

In 2017, our goal is to raise $75,000 and have over 1,000 registered runners/walkers. Your kind donation is critical to achieve that goal. We work extremely hard to promote the race, raise awareness, and generate funds for this important cause. We want to thank our donors by marketing them as well! We are seeking partners to support this year's race. Therefore, we offer a variety of sponsorship packages. We would love to have your support!

Thank you for your consideration. Please let me know if you have any questions.

Sincerely,

The Guss Family

Running for Rachel is a nonprofit organization with a 501(c)3 status

www.RunningforRachel.myevent.com Running4Rachel@gmail.com

2017 Running for Rachel

Date of Race: April 30, 2017
Location: Harrisburg's City Island
Sponsorship Levels & Packages

Premier Sponsor $5,000.00

- Sponsorship Banner at finish line
- Premier location on main sponsorship race day banner
- Three marketing signs along 5k race route
- One piece of marketing material in participants' starting bag
- Top position on all Running for Rachel participant tee shirts
- Recognition during award ceremony; ability for spokesman to address attendees during medal ceremony
- When possible, mention of sponsor during pre-race or race day interviews; coverage pending by local media
- Availability to attend all pre-race marketing functions with company material
- Inclusion in pre-race press release with company quote
- Table space availability near participant packet pick up
- Website sponsor banner at www.runningforrachel.myevent.com/
- Social Media placement on all Running for Rachel outlets
- Five (5) race registrations included

Platinum Sponsor $2,500.00

- Inclusion in pre-race press release, name included as Platinum sponsor
- Two marketing signs along 5K race route
- One piece of marketing material in participants' starting bag
- Bolded position on all Running for Rachel participant tee shirts
- Bolded position on sponsorship banner
- Recognition during award ceremony
- Table space availability near participant packet pick up
- Website sponsor banner at www.runningforrachel.myevent.com/
- Social Media placement on all Running for Rachel outlets
- Four (4) race registrations included

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Gold Sponsor $1,000.00

- One marketing sign along the 5K race route
- One piece of marketing material in participants starting bag
- Italicized position on all Running for Rachel participant tee shirts
- Space on sponsorship banner
- Recognition during award ceremony
- Table space availability near participant packet pick up
- Website sponsor banner at www.runningforrachel.myevent.com/
- Social Media placement on all Running for Rachel outlets
- Three (3) race registrations included

Silver Sponsor $500.00

- Unlimited Bronze packages offered
- One piece of marketing material in participants starting bag
- Space on sponsorship banner
- Space on Running for Rachel participant tee shirts
- Recognition during award ceremony
- Website sponsor banner at www.runningforrachel.myevent.com/
- Social Media placement on all Running for Rachel outlets
- Two (2) race registrations included

Bronze Sponsor $250.00

- One piece of marketing material in participants starting bag
- Website sponsor banner at www.runningforrachel.myevent.com/
- Social Media placement on all Running for Rachel outlets
- One (1) race registration included

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RUNNING FOR RACHEL

Sponsorship Information:

Company Name: _____

Company Contact: _____

Address: _____

Email Address: _____ Phone _____

Sponsorship Level: _____ Sponsorship Amount: $ _____

Checks can be made payable to Running for Rachel and mailed to
5101 Mountain Ridge Lane, Harrisburg, PA 17112
All promotional materials and company logo files must be received by March 17, 2017.
If you have questions, please contact Erin Stone at Running4Rachel@gmail.com.

Signature _____ Date _____

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