

Highland City Striders



March 15, 2016

Dear Sponsor,

This year the Highland City Striders are once again organizing six road races in support of local charities. Last year, with your help, we were able to provide over \$11,000 of assistance to local food pantries and the four local area high schools. This year, we are conducting a single sponsorship drive for our two headline races: **The Spirit of Hudson 5K**, which will be held **on Saturday, June 11th** in conjunction with Hudson's Community Festival that will proudly be celebrating Hudson's 150 year anniversary and our **Running with the Wolves 10K, held on July 20th**, underneath the full moon and traversing the Assabet Rail Trail.. We are hoping that you will once again consider sponsoring these two events. Our attached brochure provides information about our organization.

There are four levels of sponsorship: **Platinum, Gold, Silver and Bronze**. Each level gives members of your organization a chance to participate in the sponsored race(s) for free. All sponsors will be featured in all race literature distributed to our participants. Your logo will be displayed on our web site, <http://www.highlandcitystriders.org> and, of course, it will be prominently featured on our attractive race shirts. You can sponsor one or both races at any level.

Your monetary donation helps defray the cost of promoting this event, including essentials like course safety as well as amenities like awards, shirts, and refreshments, assuring participant satisfaction and positive reaction to the sponsoring entities of this event. It is our aim to provide plenty of exposure for our sponsors since you drive our success.

HCS runs on 100% volunteer effort which means 100% of our race proceeds go directly to local charities.

Who Benefits from HCS Road Races?

- Local Food Pantries** Over \$3,000 dollars as well as non-perishable food items
- Elks Scholarship** Elks Scholarship Fund for educational stipends to Marlborough and Hudson high school students
- Local High Schools** Provides quality running shoes to local area high school athletes facing financial challenges.

A sponsorship form is enclosed. We hope you will consider participating in this year's races. If you have any questions please feel free to contact me at highlandcitystriders1@gmail.com . Thank you in advance for your support!

The Highland City Striders is a tax exempt 501(c)(3) non-profit corporation, EIN 26-2660114.

Best Regards,

Monica M. Burnett
HCS Fundraising Director



Highland City Striders Sponsorship Form



Please circle the desired sponsorship level.

Sponsorship Level	Single Race	Both Races	Benefits
Platinum	\$750+	\$1500+	<ul style="list-style-type: none"> Sponsorship at Mile Markers & Water Station Logo on Finish Line Banner Logo on back of race shirts Advertising in newspaper promos & press releases. 8 free registrations to each event sponsored.
Gold	\$500	\$1000	<ul style="list-style-type: none"> Logo on back of race shirts Advertising in newspaper promos. 5 free registrations to each event sponsored.
Silver	\$250	\$500	<ul style="list-style-type: none"> Logo on back of race shirts Advertising in newspaper promos. 2 free registrations to each event sponsored.
Bronze	\$100	\$200	<ul style="list-style-type: none"> Logo on back of race shirts Advertising in newspaper promos. 1 free registration to each event sponsored.

If you are sponsoring a single event, please indicate which races you are sponsoring:

Spirit of Hudson
Downtown Hudson
June 11, 2016

Run with the Wolves
Kelleher Field, Marlboro
July 20, 2016

T-Shirt Size **S** **M** **L** **XL** **XXL**
(Please check)

Company Name: _____ Contact person: _____

Address: _____

Phone: _____ Email: _____

Website: _____ (URLs will be added to our website and Facebook pages)

Send race entry forms for your employees? Yes _____ No _____

- We will need you to provide a clear logo for promotional use. An electronic version is preferred for best results. Email your logo to highlandcitystriders1@gmail.com



Highland City Striders Sponsorship Form



- If you do not have an electronic logo, we can scan from paper. Please enclose with this form.
 - If no logo is available, we will simply use your business name in text.
- Mail this form along with a check payable to “Highland City Striders” by 5/15/16 to:

Highland City Striders
C/O Larry Kaplan, Treasurer
269 Stearns Rd
Marlborough, MA 01752



We are grateful for your generous support!