



Bach Trot 10k, 5k, and Mozart Mile Sponsorship Letter September 10, 2016 at Tierney Park, Lexington, Michigan

We cordially invite you to participate as a Sponsor of the 2nd annual Bach Trot 10k, 5k, and Mozart Mile. This event will raise money to support the Lexington Bach Festival and the advancement of the arts in the Bluewater Area. Each year the Lexington Bach Festival brings in world class artists for a week of classical music unlike any other.

Your sponsorship helps to defray the cost of organizing the event. Funds received from sponsorships are used to purchase t-shirts for registered race participants, awards and race necessities. Any additional money from sponsorships will help go toward our fundraising goals for the year.

There are various levels of sponsorship for the Bach Trot 10k, 5k, and Mozart Mile. Size and placement of logos on t-shirts and web site/social media are based on sponsorship level.

Title Sponsor - \$1,500

- Company Name or Logo on all signage leading up to the race
- Company Name or Logo placed on the top of the race t-shirt worn by runners
- Listed as top sponsor on web site/social with logo and link.
- Banner or merchandise prominently displayed at race (provided by sponsor)
- Prominent recognition on all race advertisements including posters and brochures
- Recognition in runner's registration packets
- 4 complimentary race entries

Platinum Sponsor - \$500

- Logo on back of race t-shirt worn by runners
- Banner or merchandise prominently displayed at race (provided by sponsor)
- Recognition on web page/social media & small entry on posters/brochures
- Recognition in runner's registration packets
- 3 complimentary race entries

Gold Sponsor - \$250

- Logo on back of race t-shirt worn by runners
- Banner or merchandise displayed at race (provided by sponsor)
- Recognition in runner's registration packets
- 2 complimentary race entries

Silver Sponsor - \$150

- Logo on back of race t-shirt worn by runners
- Recognition in runner's registration packets
- Recognition on event's web page
- 1 complimentary race entry

Bronze Sponsor - \$75

- Recognition on back of race t-shirt worn by runners



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Organization Name: _____

Address: _____

City, State, Zip: _____

Contact Person: _____

Contact Email: _____

Phone Number: _____

Website Address: _____

1. Sponsorship level (people circle):

Title Sponsor Platinum Sponsor Gold Sponsor Silver Sponsor Bronze Sponsor

2. We plan to send material / giveaways to be distributed at the race: YES NO

3. Sponsor can choose to have company name or submit a logo. Please write your company name exactly how you would like it to appear on website, signage, etc.:

Artwork and logos should be submitted to bachtrot@gmail.com as follows:

- Logos for t-shirts will be printed only in one color and should be submitted as a vector file.
- Logos for website should be submitted as JPEG or EPS files. Photoshop files can also be accepted.

4. Participants that receive complementary race entries as part of their sponsorship can register for the 5k by providing participant information to Melissa Anderson at: bachtrot@gmail.com

5. Checks can be made payable to Lexington Arts Council and mailed to: P.O. Box 434, Lexington, MI 48459.
Please mail checks no later than August 19, 2016.

Please contact Melissa Anderson with questions or for additional information on sponsorship at 810-837-0660 or email bachtrot@gmail.com .