

**Yes**, my company would like to participate as a **King of the Hill 5K Road Race Sponsor** by contributing at the following level:

- |                                   |          |                                 |        |
|-----------------------------------|----------|---------------------------------|--------|
| <input type="checkbox"/> PLATINUM | \$ 2,000 | <input type="checkbox"/> BRONZE | \$ 500 |
| <input type="checkbox"/> GOLD     | \$ 1,500 | <input type="checkbox"/> FRIEND | \$ 250 |
| <input type="checkbox"/> SILVER   | \$ 1,000 |                                 |        |

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

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

e-mail: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please fax, mail or email the completed form by 8/20/10:**

Stacy Schulman  
85 West Street  
Danbury, CT 06810  
P: (203) 792-5330 x223  
F: (203) 790-5182  
Email: [ssschulman@uwwesternct.org](mailto:ssschulman@uwwesternct.org)

*Please email your corporate logo as you would like to have it appear in all publications in a high resolution jpeg to [kmorgan@uwwesternct.org](mailto:kmorgan@uwwesternct.org).*

# Sponsorship Opportunities

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# King of the Hill 5K Road Race



# Why partner with United Way?

The United Way brand has been valued at \$34.7 billion.

Your corporate support of such a highly recognizable charity demonstrates good corporate citizenship to your customers and employees.

By becoming a Road Race Sponsor you are investing in a healthier community in which to live and do business.

Road races also offer excellent opportunities for team building and company camaraderie. Sign up as a sponsor and receive free runner entries for your employees.

## Other Opportunities

### Grab bag donations (Promotional items only – no coupons)

If you choose to contribute to the runner's race grab bags, please be prepared to supply 450 items for bags.

### Sponsorship with Services Rendered

For donations that will contribute to race day festivities, please choose from a list of suggestions below or feel free to be creative with any other donations you see fit. Sponsorships in this category will receive two complimentary race entries and logo placement during day of race festivities.

- Water
- Bagels
- Juice boxes
- Energy bars
- Orange slices
- Fruit
- Paper cups
- Printing
- Other \_\_\_\_\_



King of the Hill  
5K Road Race

## Road Race Sponsor Levels

	PLATINUM \$2000	GOLD \$1500	SILVER \$1000	BRONZE \$500	FRIEND \$250
Display a company banner on race day	X	X	X	X	X
Individual acknowledgement as a sponsor on race collateral (Platinum and Gold levels to receive additional recognition with radio & print media)	X	X	X	X	X
Logo on back of race participant T-shirt	X	X	X		
Your linked logo displayed on King of the Hill website	X	X	X	X	
Distribution of promotional items and materials in participant goodie bags (must be provided)	X	X	X	X	X
10 free runner entries	X				
8 free runner entries		X			
5 free runner entries			X		
2 free runner entries				X	X

Have questions about the right sponsorship package for your company?

Contact:  
Stacy Schulman at  
sschulman@uwwesternct.org  
203-792-5330