

2018

Racing
4Rescues
5K SERIES

Animal Welfare
RACE SERIES



Sponsorship Proposal

Dear Potential Sponsor:

It is once again time for the 3rd Annual Racing 4 Rescues 5K. This year all proceeds will be distributed equally between 3 groups. The groups are Piedmont Animal Rescue, Rescue Ranch and Spay Neuter Charlotte. This year our event will be run as a 3-race series. Your support is vital to the success of this event.

The 3 groups believe that by working together that they can be more effective in their rescue efforts. The primary focus is and will always be on the animals. Each one of these groups has a reputation for being one of the best in their respective areas of rescue.

Piedmont Animal Rescue of Mooresville is operated by a staff that has over 30 years of service in animal rescue. Last year they rescued and re-homed over 350 animals. They helped numerous people in the community with vet bills and food for their animals. The motto for this group is "Where Animals Come First".

Rescue Ranch of Statesville is known to be the premier education facility in our area. This facility is a popular destination for school field trips. They promote to people of all ages respect for all animals as well as agricultural, environmental and wildlife conservation. The staff at Rescue Ranch, as well as the other two organizations, helps to educate the public on the importance of Vaccinations, Preventatives, and Alteration of their pets.

Spay Neuter Charlotte is a leader in the community for low cost ways of prevention. Since 2011 they have spayed or neutered 61,000 animals. They operate 3 locations. The locations are Mooresville, Charlotte and Pineville. Thru their efforts alone they have lowered the pet population by over 1,000,000!

Each one of these groups has a large following on social media and on the internet. Combined they have 30,000 followers on social media and thousands of hits daily on their websites. Note: We are planning for a minimum of 250 participants per race.

The Three Race Series will take place in 3 different locations. The first race will take place at McAlpine Creek Park in Charlotte on March 17, 2018. The second race will take place at Rescue Ranch in Statesville on April 21, 2018. The final race will take place at The War Memorial in Mooresville on May 19, 2018.

With your sponsorship you will receive coverage in 3 different markets. You will also gain the benefit of a large social media and web presence promoting your business in a positive manner. In addition, we will utilize several other forms of advertising and promotion for this event.

Please review the attached sponsorship packages and select the sponsorship that best meets your needs.

On Behalf of the Animals,

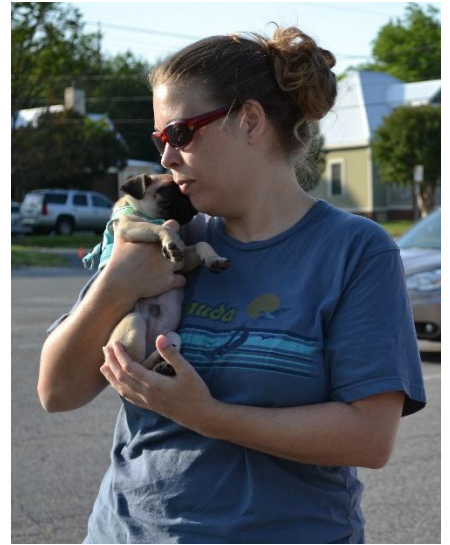
Krissie Newman / President & Co-Founder / Rescue Ranch
Cary Bernstein / Executive Director / Spay Neuter Charlotte
Jason Bengel / Executive Director / Piedmont Animal Rescue

Businesses searching for creative and interactive ways to reach new, loyal and active customers are invited to partner with the Racing 4 Rescues (R4R) 5K Running Series

By partnering with Racing 4 Rescues you can increase your business exposure within the Mecklenburg and Iredell county market as well as enhance your customer base.

The cross-marketing opportunities will benefit your business and strengthen your roots in the community and surrounding areas.

We offer many sponsorship opportunities that can be tailored to fit your marketing goals and budget. Get face to face with thousands of new customers!



"I think this is a fabulous race series! I love the variety of events: short, long, road, trail, hilly, not-quite-so hilly, fast, slow...this type of variety is very much missing in most running series throughout the country. Stay the course, while continuing to improve each individual event."

- Runner from Huntersville, NC



"The Running Series is a great resource for the Piedmont area NC. Not Many organizations join forces and partner together for one like cause."

- Organization Executive

"It's really cool how the Racing 4 Rescues 5K Running Series allows you to run with your pets. All pets are required to be leashed and/or in a stroller safely secured."

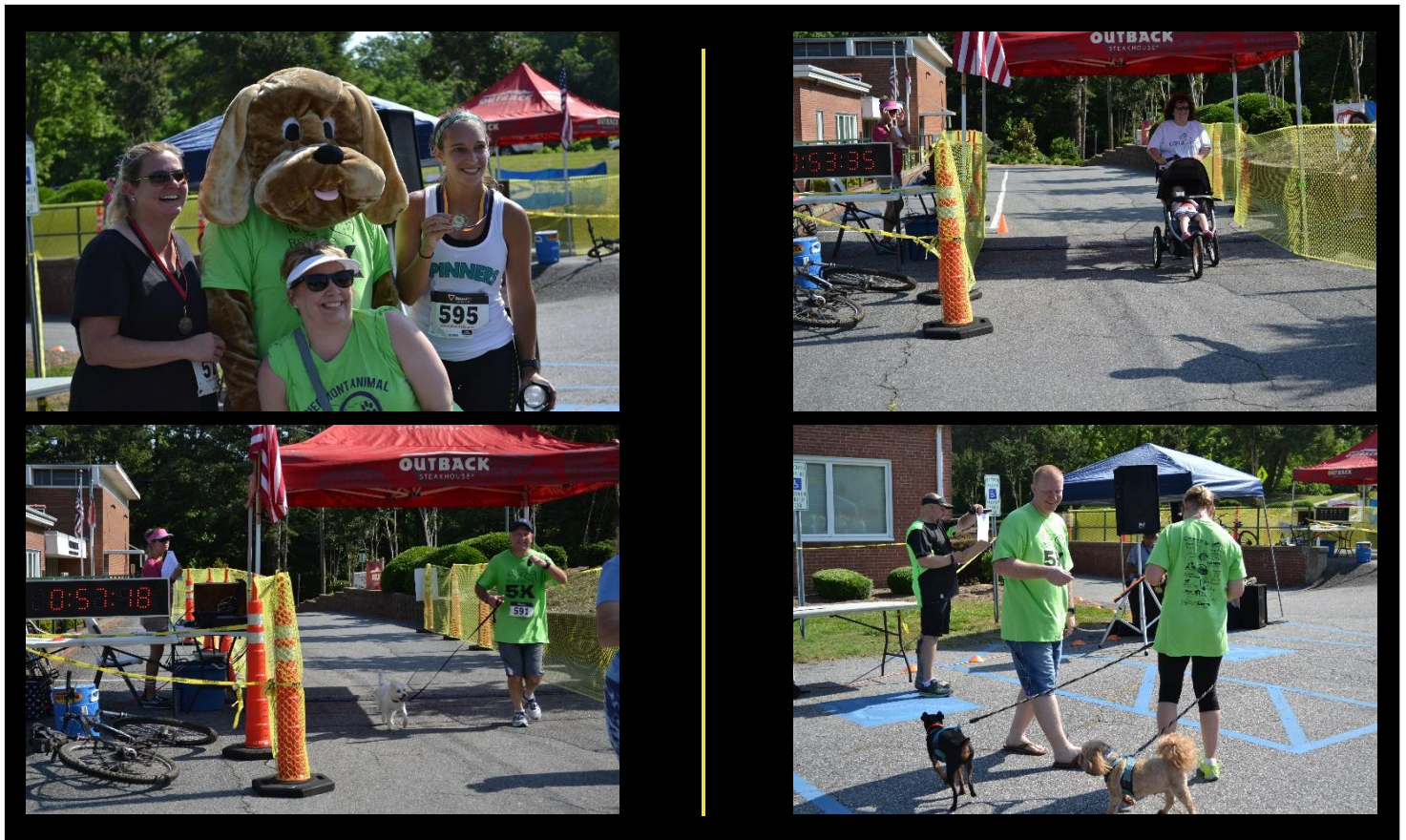
- R4R runner that participated in the Mooresville NC race in 2017



About

"The Racing 4Rescues (R4R) 5K event has been in existence for 3 years and is committed to fostering running, wellness, health and community for runners & walkers of all ages in the Piedmont Area of NC. We are holding a 3 race running series with the potential for over 1,000 runners in races scheduled from March – May. All of the races in the series donate their net proceeds to 3 non-profit Animal Welfare Organizations in North Carolina – partners include Piedmont Animal Rescue, Rescue Ranch, and Spay Neuter Charlotte. Racing 4Rescues is an event of Piedmont Animal Rescue, a 501c3 non-profit Animal Rescue organization, and all donations are tax deductible."

Benefiting 3 Animal Welfare Organizations!



SPONSORSHIP BENEFITS & DETAILS

The following opportunities will give your business recognition across all three of the Racing 4 Rescues events and will put your company's name, logo and link in front of all series participants.

We aim to provide value to sponsors by:

- Providing opportunities for you to market your services to our runners and stakeholders
- Providing you with opportunities to become actively involved in community events
- Helping to enhance your profile as an active supporter of a worthwhile initiative that promotes health, wellness, running and Animal Welfare in the Piedmont Area of NC.

	Platinum	Gold	Silver	Bronze	Patron	Supporter
Value	\$10,000	\$5,000	\$2,500	\$1,500	\$500	\$250
#Sponsorships Available	1	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Title Sponsor of all 3 races (Presented By) in all R4R communications and materials	✓					
Name and Logo on front of race shirts	✓					
Name Listed on all Promotional Materials	✓					
Honorary Starter at 5k and MC of the event	✓					
Unlimited space to advertise at the events	✓					
Logo and link on Websites (Pending Approval)	✓	✓	✓			
Name and Logo on back of race shirts	✓	✓	✓	✓		
Advertising Spot to place material at the Events	Unlimited	20x20	15x15	10x10	10x10	
Name Recognition at events	✓	✓	✓	✓	✓	
# Free Entries into each race free	10	5	2	0	0	0
Place Material in runner's Bags for 5k	✓	✓	✓	✓	✓	✓
Logo and Link on Race Website	✓	✓	✓	✓	✓	✓

Other Sponsorship Opportunities

* In-Kind Opportunities

Many of our sponsors can provide us with great products and services in exchange for sponsorship recognition! If you are interested in adding in-kind value to your cash sponsorship or providing a full in-kind sponsorship, please contact donauldgullett44@gmail.com. Some in-kind items received in the past include: Sports drinks, Nourishment, Gift cards, Product and Goody Bags.

Donald Gullett
donauldgullett44@gmail.com
 (704) 662-2904

MEDIA REACH

The Racing 4 Rescues 5K Series provides wide exposure through a variety of media outlets and marketing channels. Please use the below information as a basic guide to the types of advertising, public and community relations opportunities afforded by a Series Sponsorship.

Note: The data in this section reflects 2017 usage-

- Websites – www.racin4rescues.com; www.rescueranch.com; www.spayneutercharlotte.org; www.piedmontanimalrescue.com
- Social Media – Face Book
 - Piedmont Animal Rescue
 - Rescue Ranch
 - Spay Neuter Charlotte
 - OVER 10,000 COMBINED FANS
- E-Newsletters
 - Thousands of subscribers
- Promotions & Press Releases
 - Charlotte Observer
 - Mooresville Tribune
 - Statesville Record and Landmark
 - WSIC Radio / WAME Radio
 - Much more...
- Online Promotion
 - www.racesonline.com
 - All 3 benefiting organizations
- Flyers
 - 1,000+ distributed locally and throughout Piedmont Area of NC

SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship level. Completed forms can be returned to Donald Gullet, Race Coordinator, at donauldgullett44@gmail.com. Please don't hesitate to contact us with any questions (704) 662-2904.

CONTACT INFORMATION:

Company Name *(as you wish to be acknowledged)*

Contact Person's Name

Company Email Address

Contact Phone Number

Address

City/State/Zip Code

SPONSORSHIP OPPORTUNITIES:

___ \$10,000 Platinum Sponsor

___ \$5,000 Gold Sponsor

___ \$2,500 Silver Sponsor

___ \$1,500 Bronze Sponsor

___ \$500 Patron Sponsor

___ \$250 In-Kind Sponsor

THANK YOU FOR SUPPORTING
RUNNING, ANIMAL WELFARE AND
OUR COMMUNITY!

Once we receive your completed
sponsorship form, R4R staff will
contact you to discuss event
arrangements, sponsorship benefits
and recognition.

Please send your high-resolution color
and black-and-white logos (.EPS or
vector preferred) to
jason@piedmontanimalrescue.com

PAYMENT INFORMATION:

___ Please send me an invoice

___ I have enclosed a check made payable to the Piedmont Animal Rescue

___ Please charge my credit card

Card Type: Visa / MC / AmEx / Discover

Card Number

Expiration Date

Security Code

\$

Total Sponsorship Commitment

Authorized Sponsor Signature

Date

Thank You!



The Racing 4 Rescues 5K Series is committed to fostering running, wellness, health and community for runners & walkers of all ages in the Piedmont Area of NC.



www.racing4rescues.us ● (704) 662-2904 ● donaldgullett44@gmail.com