



October 23, 2017

Please allow us a few minutes of your time to explain who we are, what our mission is, and what you can do to help our great cause. Veterans Memorial 150, Inc. is a 501(c)3 non-profit Veteran Service Organization, comprised of ultra-runners and patriots. We have assembled as group to raise awareness and funds for Michigan Veterans and Michigan Veteran Service Organizations.

VM150 was founded in 2016 by Kurt Adams, a local ultra-marathoner that felt the need to give back to those who have given so much to him. Kurt recruited several old friends and a few new friends that had the passion and wanted to give back to those that gave us so much. VM150 donated more than \$5000 to the Michigan Warrior Hockey Program after the 2017 event was complete.

On the morning of May 26, 2018, the runners of the Second Annual VM150 will step off on a 150 Mile journey. They will run 150 miles from the waves of Lake Michigan at Ludington, MI to the shores of Lake Huron at Saginaw Bay in Essexville, MI. – ending the morning of May 28 to raise funds to help secure the future of Victory Gym.

Victory Gym and Veterans Health Club was founded by Mike “Grunt” Emory in December, 2015. After a distinguished 18-year career in the United States Army, Mike was medically retired due to PTSD. Rather than allowing PTSD related depression and isolation to dominate his life, he decided to take action. Thus, Victory Gym and Veterans Health Club was born. They conquer PTSD through physical activity (free gym memberships to veterans and first responders), peer support (weekly PTSD meetings), and connection (transitioning back to the civilian life with offering paid memberships to the community). They are completely staffed by volunteers (including board and executives) and all equipment has been donated.

Our Team

Kurt Adams - VM150 Race Director and treasurer, a father, engineer and ultra runner has successfully finished and successfully DNF'ed multiple 100 milers. He is very proud of a sub-24 hour at the 2016 Indiana Trail 100, as well as going lake to lake in the inaugural VM150 in 2017.

Dean Smith - President, a disabled Marine Veteran who was a founding member President of Always Brothers - a run based VSO 501(c)3 from 2010 to 2013. Although he no longer runs, he has a few ultras under his belt. His uncle and grandfather are both Army Veterans.

Shasta Grifka – Vice President, wife and mother, 2017 VM 150 runner, and runs in memory of her brother.

Ruth Werner – Secretary, an ultra-runner whose father, brother and nephew served and a grandmother of 6.

Will you please help the heroes that kept us safe? Your donations are greatly appreciated!

Sincerely,

NAME

Phone: (810) 923-7371 + www.vm150.com + info@vm150.com



VETERANS MEMORIAL DONATION FORM
Veterans Memorial 150 is a 501(c)3 Public Charity
Please Fill Out Form and Return by March 1, 2018

All donors will have logo on website, on VM150 promotional video, and on our social media (Facebook and Twitter).

Email your logo in .jpg or .png format to: info@vm150.com . Please specify "SPONSORSHIP LOGO" in the subject line

SPONSORSHIPS

___ **\$1200 Runjoy App Sponsor** – Runjoy helps all involved with the VM150 – Race Coordinators can track runners, runners can navigate the path across the state, and spectators can cheer on their family and friends. Your company will be promoted through the app to race volunteers, runners, and spectators.

- What coverage will your sponsorship have? - <http://racejoy.com/assets/docs/SponsorFlyer.pdf>
- What is Racejoy? - <https://www.youtube.com/watch?v=gjTPrnIcBB0>

___ **\$600 T-Shirt Sponsor** –The funds donated for t-shirt sponsorship will be used to purchase t-shirts to be sold for \$20 each to raise additional funds.

___ **\$250 Aid Station** – you can have representatives at the aid station and have promotional materials to hang and handout. Each aid station will be honoring a fallen hero. The sponsor money will be used for aid station expenses (Fallen Hero signs and runner replenishment supplies) and balance will benefit charity.

___ Monetary and food donations – VM150 has food and drinks at all 17 aide stations for the runners. Any money donations above the cost of the event will benefit the charity.

Name of Sponsor _____

Address _____

Phone _____

Email _____

Contact Name _____

Make check payable to:
VM150, Inc.
4148 Prairie Rose Drive
Howell, MI 48843

Thank You for Your Support!