

RED ARROW CLUB FOR ENDURANCE, RUNNING AND WALKING SPORTS

PO BOX 344

SAINT JOSEPH MI 49085

WWW.SWMIRACERS.ORG

The Red Arrow Club for Endurance, Running and walking Sports (RACERS), a local 501(c)3 non-profit club for runners and walkers in Southwest Michigan, is seeking sponsors to assist the club in its mission to help members stay active and healthy while supporting community events.

October is Pregnancy and Infant Loss Awareness Month. Nearly one in four pregnancies results in a loss. It is often a lonely grief, and pain is overlooked or treated insensitively by those who do not comprehend that a person, a child, a loved one, has been lost. Women and families often grieve alone and in silence.

Ella's Rainbow Walk to Remember Pregnancy and Infant Loss. In December 2015, Ella Marie lived 3-1/2 incredible days with her twin brother Lennox and their family. After their loss, **Erin and Brad Hamilton** looked for a place to honor and share their grief with others, but could not find an event like this near SW Michigan. It is the hope of the Hamiltons that the Inaugural Ella's Rainbow Walk to Remember gives other families a place to honor their own grief and losses.

The inaugural Ella's Rainbow Walk is Sunday, October 15 at 4:00 pm starting from The Livery Microbrewery in the Benton Harbor Art District. Proceeds will be distributed equally to Duke University NTD Research Fund and Share Pregnancy & Infant Loss Support.

We are seeking sponsors to support this event and offset the cost of shirts, printing needs, signage and other expenses. **We hope you will consider becoming a sponsor of Ella's Rainbow Walk.** If you do decide to sponsor this event, **please complete and return the attached form by June 14** so your donation can be acknowledged.

ELLA'S RAINBOW WALK SPONSORSHIP PROGRAM

RAINBOW RED SPONSOR - \$1000

Sponsor logo on front and back of shirt
Prominent Sponsor logo/link on website and Facebook
Sponsor mention in media spots & announcements
Sponsor logo on signage at event
(4) Complimentary entries

RAINBOW ORANGE SPONSOR - \$500+

Sponsor logo on back of shirt
Sponsor logo and link on event website & Facebook
Sponsor logo on signage at event
(2) Complimentary entries

RAINBOW YELLOW SPONSOR - \$250+

Sponsor logo on back of shirt / middle area
Sponsor website link on event website & Facebook
Sponsor name on signage at event
(1) Complimentary entry

RAINBOW GREEN SPONSOR - \$100+

Sponsor name on back of shirt / bottom area
Sponsor name on event website & Facebook

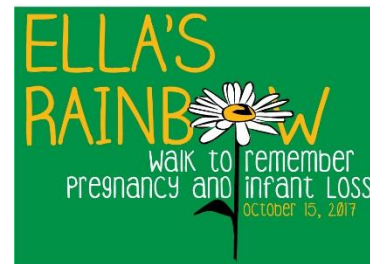
RAINBOW BLUE SPONSOR – Under \$100/In Kind Donations

Sponsor name on back of shirt / bottom area

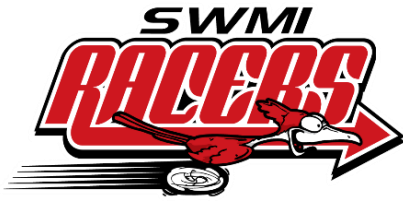
DOVE RELEASE SPONSOR - \$400

This sponsor level is offered as a separate level or added to another level. This sponsorship allows us to release 50 doves as a sign of remembrance.

Sponsor logo on back of shirt
Sponsor logo and link on event website & Facebook
Sponsor media mention
Sponsor logo on signage at event
(1) Complimentary entries



Questions? Please email racers@swmiracers.org
or call 269-876-0710



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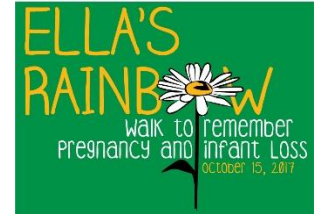
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ELLA'S RAINBOW WALK TO REMEMBER SPONSORSHIP AGREEMENT

Yes, I would like to support RACERS in its mission to promote running and walking while supporting community events by sponsoring Ella's Rainbow Walk to Remember at the following level:

- | | |
|---|--|
| <input type="checkbox"/> RED SPONSOR \$1000 | <input type="checkbox"/> YELLOW SPONSOR \$250 - \$499 |
| <input type="checkbox"/> ORANGE SPONSOR \$500 - \$999 | <input type="checkbox"/> GREEN SPONSOR \$100 - \$249 |
| <input type="checkbox"/> DOVE SPONSOR \$400 | <input type="checkbox"/> BLUE SPONSOR UNDER \$100 OR
-KIND DONATION** |



**I WISH TO DONATE THE FOLLOWING ITEM(S) TO ELLA'S RAINBOW WALK:

_____ \$ value _____

_____ \$ value _____

- A charitable tax receipt issued to the company name below is required (if applicable)*
- A charitable tax receipt issued to the contact name below is required (if applicable)*
- A charitable tax receipt is not necessary

Donor / Company Name: _____

Street Address: _____

City / State / Zip: _____

Contact Phone Number: _____

Contact Email: _____

Printed Contact Name: _____

Contact Signature / Date: _____

DATE

To be included in promotional materials, please return this form by June 14, 2017.

Please advise if a formal invoice is required. Submit payment by October 1, 2017.

Make checks payable to:

SWMI RACERS

PO Box 344

Saint Joseph MI 49085

A letter acknowledging the donation will be mailed upon request. SWMI RACERS FEIN# 46-0840741

****Arrangements will be made to accept In-Kind Donations in advance of Ella's Rainbow Walk.**

NOTE: Through its affiliation with the Road Runners Club of America (RRCA), the Red Arrow Club for Endurance, Running and walking Sports (SWMI RACERS) has group exemption status through EIN 23-7283854 and Group Exemption #2702. As SWMI RACERS is included as a subordinate in a group exemption ruling, the club's EIN will not be included in the IRS online database of exempt organizations.

Promoting running and walking in Southwest Michigan as a means to stay active and healthy while supporting community events

AN AFFILIATE MEMBER OF THE RRCA AND THROUGH THE RRCA, A 501(c)3 NONPROFIT ORGANIZATION