

Dear Community Leader:

Fayetteville Running Club invites you to join us as a sponsor for the **5th Annual Firecracker 4 Miler** being held on **Wednesday, July 4th 2018 at 7:00am** in Downtown Fayetteville. We look forward to welcoming over 1,000 runners and spectators from all over the region for the All-American City's Kickoff to Independence Day!

A little about our organization, Fayetteville Running Club (FRC) is a 501(c)3 organization that has been promoting running as part of a healthy lifestyle since 2008. FRC supports runners of all ability levels through our weekly runs, social media page for members, and FRC Social Events. We are proud to host over 12 running meetups per week that benefit over 100 local runners in the Fayetteville community. As an active philanthropic group within the community, we continuously strive to give back locally through our Fitness for a Cause Program, Runs with the Dogs at Friends of Cumberland Co. Animal Control as well as Food Runs for the local food banks and toy drives for homeless youth.

To continue our tradition of giving back locally, we are thrilled to announce that a portion of proceeds will be donated to the Gold Star Teen Adventures. Gold Star Teen Adventures enables healing, fosters enduring relationships and develops character and leadership skills through adventure experiences for with the surviving youth of Army, Navy, Air Force and Marine Corps special operations personnel who have lost their lives in the line of duty. We have also begun the FRC Firecracker 4Miler Scholarship Fund which provides two scholarships for \$1,000 each to one deserving male and one deserving female graduating high school seniors who are residents of Cumberland County or Fort Bragg and who have participated on their school's cross county and/or track and field team.

Your sponsorship helps defray the cost of staging the Firecracker 4 Miler. Funds received from sponsorships are used to provide police detail, race shirts, port-a-potties, chip timing, race bibs, and finishers medals. There are also specific sponsorships to support the Hydration Stations and the Finish Line. Sponsorship opportunities are listed on the attached sponsorship sheet.

In addition, we are committed to making this race as environmentally green as possible to reduce our carbon footprint. We will reduce, reuse and recycle to ensure that Fayetteville stays beautiful.

With your sponsorships, we will positively affect the overall health and quality of life for the people of Cumberland County by promoting running as a healthy, and safe activity to explore our city and actively participate in our community.

We look forward to welcoming you onboard as a 2018 Sponsor. Please feel free to reach out to me directly with any additional questions.

Kind Regards,

Joanna Nicoletti
203-218-2595
Race Director 2018

Premier Sponsorship Opportunities

Finish Line Sponsor \$1,000 (Only 2 available!)

Your company will be prominently displayed at the finish line where runners will rehydrate, enjoy post race snacks, and congregate while awaiting the start of the Kids Race and awards presentation.

Benefits included:

- Large placement of organization logo on tech race shirt.
- V.I.P. Parking
- You may provide digital information/promotions for the virtual race bag.
- Announcement of sponsorship on the FRC's social media accounts followed by thousands
- Mass e-mail blast announcing your support to our 1,300+ on-line members of our club.
- Company name listed on online registration.
- Special public announcements at beginning of race and during awards ceremony.
- Six complimentary choice of race package entries.
- Custom 2'x 6' banner to keep and display at your business.
- Prominently designated tent and table space at the race venue to promote your company.
- Tax deductible receipt for your company's contribution.

Hydration Station Sponsor - \$750 (Only 3 available!)

Runners will need A LOT of hydration while running four miles on a July morning and the participants will appreciate your support at either The Arsenal Park, Market House, or Archway Commons.

Benefits Included:

- You company name and logo will be prominently displayed at one of the water stations on the course.
- Large placement of organization logo on tech race shirt.
- V.I.P. Parking
- You may bring a tent and/or table
- You may provide digital information/promotions for the virtual race bag.
- Announcement of sponsorship on the FRC's five social media accounts followed by thousands.
- Mass e-mail blast announcing your support to our 1,300+ on-line members of our club.
- Special public announcements at beginning of race and during awards ceremony.
- Five complimentary choice of race package entries.
- Custom 2'x 4' banner to keep and display at your business.
- Especially designated tent and table space at the race venue to promote your company.
- Tax deductible receipt for your company's contribution.

These premier opportunities are limited so please notify us ASAP if your company is interested.

★ Fayetteville Running Club ★

Proud member of Road Runners Club of America and USA Track & Field

Connect with FayRunClub on Gmail, Meetup, Facebook, Twitter, Instagram and Pinterest FRC is a 501(c)(3) nonprofit organization.

Patriotic Sponsorship Levels

Red Sponsor - \$500

Benefits:

- Medium placement of organizational logo on the race shirt.
- Your company may provide a prominent banner to be displayed in the race area.
- You may provide digital information/promotions for the virtual race bag.
- You may bring a tent and/or table to display your company information.
- Announcement of sponsorship on FRC's five social media accounts followed by thousands.
- Mass e-mail blast announcing your support to our 1,300+ on-line members of our club.
- Company name listed on online registration.
- Special public announcements at beginning of race and during awards ceremony.
- Four complimentary choice of race package race entries.
- Tax deductible receipt for your company's contribution.

White Sponsor - \$250

Benefits:

- Small placement of organizational logo on cotton race shirt.
- You may bring a tent and/or table to display your company information.
- You may provide digital information/promotions for the virtual race bag.
- Announcement of sponsorship on the FRC's five social media accounts followed by thousand.
- Email blast announcing your support to our 1,300+ on-line members of our club.
- Company name listed on online registration.
- Special public announcements at beginning of race and during awards ceremony.
- Two complimentary choice of race package race entries.
- Tax deductible receipt for your company's contribution.

Blue Sponsor - \$100

Benefits:

- You may provide digital information/promotions for the virtual race bag.
- Announcement of sponsorship on the FRC's five social media accounts followed by thousands.
- Email blast announcing your support to our 1,300+ on-line members of our club.
- Company name listed on online registration.
- Special public announcements at beginning of race and during awards ceremony.
- Tax deductible receipt for your company's contribution.

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Sponsorship Registration Form

Organization Name: _____

Contact Name: _____

Address: _____

Daytime Telephone: _____

Evening Telephone: _____

Email Address: _____

Referred By (Please list FRC member's name.): _____

Your Organization Representative's Signature / Date:

Patriotic Sponsorship Levels:

- Red Sponsorship \$500
- White Sponsorship \$250
- Blue Sponsorship \$100

Premier Sponsorship Opportunities:

- Finish Line Sponsorship \$1,000 (2)
- Hydration Station Sponsorship \$750 (3)

- A banner of the company logo will be provided.
- We will have a display table on race day.
- Our one color company logo for the race shirt has been sent to firecracker4miler@gmail.com. Please be aware that your sponsorship and logo must be submitted by **May 29th 2018** to be included on the race shirt.
- Our color digital logo in jpg format for online promotion has been sent to firecracker4miler@gmail.com.
- Our digital information in jpg format for the virtual race bag has been sent to firecracker4miler@gmail.com.

Please remit checks to Fayetteville Running Club and mail to 4060 Lifestyle Rd. Fayetteville, NC 28312-9335.

A FRC representative will contact you upon receipt. Thank you for your support of the Fayetteville Running Club and the Firecracker 4 Miler! If you have questions about your Firecracker 4 Miler sponsorship, please contact us at fayrunclub@gmail.com or Joanna Nicoletti at 203-218-2595.

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