



Louise Archer Elementary School Sunshine 5K and Fun Run

Sunday, October 16, 2011
On the Washington & Old Dominion Trail in Downtown Vienna
8:00 am

PROMOTE YOUR BUSINESS WHILE WE PROMOTE FITNESS!

The LA PTA is gearing up to present the 2nd annual Louise Archer Elementary School ("LA") 5K and Fun Run on October 16, 2011 in central Vienna, near the big red caboose. The 1st annual LA5K and Fun Run exceeded expectations with more than 450 runners, plus family members cheering them on. While Mother Nature and energetic runners contributed to the overall success of the inaugural LA5K, it was the support from our sponsors that made the event a success!

Your business can benefit from the publicity of the LA5K and Fun Run with its wide audience of families from all over the greater Vienna area. As a magnet school, Louise Archer has a wider student base and community reach because it serves students from all eight Vienna elementary schools. We hope that you will see this as an opportunity to showcase your business in the local community while supporting the students of Louise Archer.

You will not only be promoting your business with targeted advertising, but your support helps raise critical funds to keep our students experiencing an environment rich in hands-on learning. As you know, budget constraints have severely affected specialized programs that schools can offer and support. The PTA is instrumental in covering gaps in Fairfax County Schools' budget so that, not only can we prevent program cuts, we can offer new technology and resources for teachers, books for the library, and extended learning opportunities outside the traditional classroom.

Attached is a sponsorship packet that outlines the benefits at every level so you can review all the great ways your company can gain visibility by having your information directly in the hands of 100's of potential consumers. The PTA is a 501(c)3 non-profit, and as such, donations are tax deductible to the extent that the law allows. Please note that as a medal sponsor, you can have your logo on the race t-shirts worn by hundreds of participants in and around Vienna. Indeed, our students and families continue to wear their LA5K t-shirts with pride throughout the community.

Thank you in advance for your support in joining us to make this year's event even *more* successful! If you have any questions, please do not hesitate to send an email to LA5KSponsorship@LouiseArcherPTA.org.

Best regards,

Gail Marshall

Fundraising Chair, Louise Archer Sunshine 5K and Fun Run

Christie Radomsky

Fundraising Co-Chair, Louise Archer Sunshine 5K and Fun Run



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Sponsorship Opportunities

Elite Sponsor

\$3,000 (1 available)

- All the benefits of Platinum Medal Sponsorship, **plus:**
- **Event Naming Rights** - Your company's name will be prominently used as part of the event name. For example: "XYZ presents The Louise Archer Elementary Sunshine 5K and Fun Run."
- **Publicity Sign** – Event name, which will include your company's name and logo, will appear on a sign on Route 123 for one week preceding the race providing the Elite Sponsor exposure to thousands of commuters daily
- **Race Advertisements**– Business name and logo will appear on all race media, including in the advertisement in the *Washington Running Report*
- **Registration** – five additional complimentary race registrations, for a total of ten free registrations

Platinum Medal Sponsors

\$1,500 (2 available)

- All the benefits of Gold Medal Sponsorship, **plus:**
- **Premium Station Name** – Business name and logo exposure at either the start or finish line
- **Registration** – two additional complimentary race registrations, for a total of five free registrations

Gold Medal Sponsors

\$1,000 (6 available)

- All the benefits of Silver Medal sponsorship, **plus:**
- **Station Name** – Business will be the named sponsor of one race station (e.g.: mile marker, water station)
- **Advertisements** – Business name and logo will appear on race advertisements placed in businesses throughout Vienna
- **Registration** – One additional complimentary race registrations, for a total of three free registrations

Silver Medal Sponsors

\$500

- All the benefits of Bronze Medal sponsorship, **plus:**
- **Website Link** – Business name and logo will appear on the LA5K website with a link to your website
- **Advertisements** – Business name will appear on race advertisements placed in businesses throughout Vienna
- **Race Day Exhibit** – Your business may set up an exhibit booth on race day in front of the train mural landmark by the WO&D trail from 7:00 am - 10:00 am.
- **Registration** – One additional complimentary race registration, for a total of two free registrations



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Bronze Medal Sponsors

\$250

- **T- shirts** – Business name and logo will appear on race t-shirts (*Please Note: logos must be submitted by Friday, September 30th to meet the print deadline*)
- **Website** – Business name only will appear on the race website as a medal sponsor
- **Race Day Publicity** – Sponsorship plugs on race-day
- **Race Packet** – Business can provide promotional materials for the packets distributed to all runners
- **Registration** – One complimentary race registration

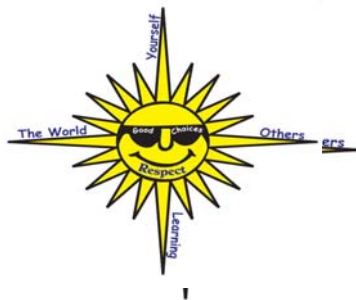
LA Community Spirit Sponsors

A donation in any dollar amount or an in-kind donation to support the students and programs at Louise Archer is appreciated. The name of all Spirit Sponsors will appear on the LA5K race website.

Family Cheerleaders

\$100

Family Cheerleaders will be able to have the names of the family members printed on all race-day t-shirts. We are hoping to fill block letters spelling "LA5K" with all the names showcasing our school spirit and the continued support from Louise Archer families. *Please Note: All names must be submitted by Friday, September 30th to meet the print deadline.*



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Sponsorship Details

- _____ \$3,000 Elite Naming Sponsor
- _____ \$1,500 Platinum Medal Sponsor
- _____ \$1,000 Gold Medal Sponsor
- _____ \$500 Silver Medal Sponsor
- _____ \$250 Bronze Medal Sponsor
- _____ LA5K Community Spirit Sponsor \$_____
- _____ LA5K Community Spirit Sponsor (in-kind donation)
- _____ \$100 Family Cheerleader

Please fill in the applicable information:

Business/Group Name: _____

Contact Name: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

Website: _____

Name as it should appear in race materials: _____

I am emailing a jpeg file with my logo (Y/N): _____

I will provide materials (flyers/brochures) to include in the race packet (Y/N): _____

I will provide materials to be included at a sponsor table on race day (Y/N): _____

I will set up a table or booth at the race (Y/N): _____

Please mail contribution (check made payable to "Louise Archer PTA") to:

Gail Marshall
Fundraising Chair, Louise Archer Sunshine 5K & Fun Run
504 Woodland Court, NW
Vienna, VA 22180

And email jpeg logo (if desired) to:

Email jpeg logo to: LA5KSponsorship@louisearcherpta.org

Thank you for supporting Louise Archer Elementary School!