



Saturday, March 24, 2012

5k RUN and 1M WALK to Benefit the Disabled and Disadvantaged in our Community

START/FINISH: Samuel's and Naismith Memorial Basketball Hall of Fame Parking Lot (or inside pending weather conditions)

ROUTE: Along River Walk, north to Liberty St, south along Main St, west on Broad St, north along River Walk, back to Samuel's and Basketball Hall of Fame

SPONSORSHIP OPTIONS:

SELECT	SPONSOR LEVEL	BENEFITS	COST	TOTAL NUMBER
<input type="checkbox"/>	<p>CHAMPION (PRESENTING)</p>	<ul style="list-style-type: none"> ▪ Company name and logo, with hyperlink, on HRU.org and Run websites ▪ Advertisement with Company name and logo featured on several HRU transportation VANS traveling through greater Springfield, Northampton, Westfield, or Southbridge daily until April 29, 2011 (Artwork supplied by sponsor) ▪ Company representative included in NCAA DII Championship Kick-off Press Conference ▪ Company name and logo prominently featured on collateral print materials ▪ Company name and logo prominently featured on event T-Shirt ▪ Company name and logo, with hyperlink, on HRU quarterly e-newsletters to supporters and employees ▪ Company name recognition in all event pre and post press releases ▪ Table for company marketing at Start/Finish line – company to provide tent ▪ Company name and logo on event Goody Bag ▪ Opportunity to offer give away item in event Goody Bag ▪ Opportunity to field a team of 10 runners/walkers 	<p>\$7500 1st right of refusal for 3 year commitment</p>	<p>2</p>
<input type="checkbox"/>	<p>HERO</p>	<ul style="list-style-type: none"> ▪ Company name and logo on HRU.org and Run websites ▪ Company name and logo placement on several HRU transportation VANS traveling through greater Springfield, Northampton, Westfield, or Southbridge for one week ▪ Company logo on event collateral print materials ▪ Company logo on event T-Shirt ▪ Recognition on one HRU quarterly e-newsletter to supporters and employees ▪ Table for company marketing at Start/Finish line – company to provide tent, if desired ▪ Company logo on event Goody Bag ▪ Opportunity to offer give away item in event Goody Bag ▪ Opportunity to field a team of 4 runners/walkers 	<p>\$2500 1st right of refusal for 3 year commitment</p>	<p>8</p>

<input type="checkbox"/>	<p style="text-align: center;">FRIEND</p>	<ul style="list-style-type: none"> ▪ Company name listed on HRU.org and Run websites ▪ Company name listed on event collateral print materials ▪ Company name on event T-Shirt ▪ Recognition in one HRU quarterly e-newsletter to supporters and employees ▪ Table for company marketing at Start/Finish line – company to provide tent ▪ Company name on event Goody Bag ▪ Opportunity to offer give away item in event Goody Bag ▪ Opportunity to enter 2 runners/walkers 	<p style="text-align: center;">\$500</p>	<p style="text-align: center;">Unltd!</p>
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