



2010 Racing To Read 5k SPONSORSHIP OVERVIEW & AGREEMENT

The Racing to Read 5k Run & Walk presented by U.S. Bank was developed to support the Kenton County Public Library's early childhood literacy outreach program, *Racing to Read*. *Racing to Read* is an innovative program designed by the Library to serve preschool children at child care facilities. The goal of the program is to introduce children to books and reading so they are prepared to learn how to read when they enter kindergarten. All proceeds from the 5k benefit the *Racing to Read* early literacy outreach program.



The Racing to Read 5k Run & Walk started in 2004 with 177 participants. In 2009, there were 803 participants and more than 100 volunteers. The race starts and ends at the Mary Ann Mongan Library in Covington.

Sponsor agreement

Company, Organization or Individual Name (please list as it should appear in printed materials):

Contact name: _____ Phone: _____

Email address: _____ Fax: _____

Address: _____

City: _____ State/Zip: _____

Sponsorship Levels (check the level you will sponsor):

- \$10,000 Presenting Sponsor (unavailable)
- \$5,000 Shirt/Package Pickup Sponsor (limit 1)
- \$2,500 Water Stop Sponsor (limit 1)
- \$1,500 Kids Activities/Fun Run Sponsor (limit 1)
- In Kind _____
- \$1,000 Elite Sponsor
- \$500 Champion Sponsor
- \$250 Pace Setter Sponsor

List in kind donation and value (i.e. advertisements, food/drink, printing, other)

I would like to take advantage of all sponsorship benefits.

I am waiving my sponsor benefits.

Please make check payable to the KCPL Foundation and return this form to:

Kenton County Public Library Foundation
502 Scott Blvd., Covington KY 41011
Fax: (859) 962-4096

****Must be received by February 28, 2010 for inclusion in printed materials.****

Questions? Contact Robin Klaene: 859-962-4083 or robin.klaene@kentonlibrary.org

Sponsorship Opportunities for 2010 Racing to Read 5k Run & Walk

\$10,000 Presenting Sponsor (unavailable)

- *U.S. Bank is the presenting sponsor*

\$5,000—Shirt/Package Pickup sponsor

Benefits include:

- Company signage at packet pickup on Friday, June 11
- 10 shirts for your organization
- Logo on all race marketing materials & recognition signage (8,500 qty)
- Mentions in press releases for media
- Logo placed on top half of race shirt (850 qty)
- 5 compensated race entries
- Logo with hot link on 5k Web site (12,000 hits 2009)
- Mentions in two Library printed and e-calendars (14,000 qty)
- Logo on in-house sponsor recognition signage at three library branches for three months (avg. 90,000 guests)
- Recognition at race awards ceremony

\$1,500—Water Stop Sponsor

Benefits include:

- Logo on all race marketing materials & recognition signage (8,500 qty)
- 5 compensated race entries
- Logo with hot link on 5k Web site (12,000 hits 2009)
- Mentions in two Library printed and e-calendars (14,000 qty)
- Signage at water stop and banner hung at event (provided by sponsor)
- Opportunity to volunteer at the water stop wearing shirts representing your organization (provided by sponsor)
- Logo on in-house sponsor recognition signage at three library branches for three months (avg. 90,000 guests)
- Recognition at race awards ceremony

\$1,500—Children's Activities Sponsor

Benefits include:

- *Includes face painting, Kids Fun Run, mascot visit*
- Logo on all race marketing materials & recognition signage (8,500 qty)
- 5 compensated race entries
- Logo with hot link on 5k Web site (12,000 hits 2009)
- Mentions in two Library printed and e-calendars (14,000 qty)
- Logo on in-house sponsor recognition signage at three library branched for three months (avg. 90,000 guests)
- Signage at face painting table and banner hung at event
- Mascot assistant can wear sponsor shirt (provided by sponsor)
- Sponsor representative can shoot gun to start Kids Fun Run
- Recognition at race awards ceremony

\$1,000—Elite sponsor

Benefits include:

- Logo on all race marketing materials & recognition signage (8,500 qty)
- Logo on race shirt
- 4 compensated race entries
- Logo with hot link on 5k Web site
- Mentions in two Library printed and e-calendars (12,000 pieces)
- Logo on in-house sponsor recognition signage at three library branches for three months (avg. 90,000 guests)

\$500—Champion Sponsor

Benefits include:

- Name on race marketing materials* & recognition signage (*if received by February 1, 2009)
- 2 compensated race entries
- Mentions in two Library printed and e-calendars (12,000 pieces)
- Listed on in-house sponsor recognition signage at three library branches for three months (avg. 90,000 guests)
- On recognition signage at race awards ceremony

\$250—Pace Setter Sponsor

Benefits include:

- On recognition signage at race awards ceremony
- 1 compensated race entry
- Mentions in two Library printed and e-calendars (12,000 pieces)

All sponsors will be given Proud Sponsor recognition signage to hang at your business.