

6TH ANNUAL
Hendersonville
CLASSIC

10K/5K/1 MILE RUN-WALK

MEMORIAL DAY – MAY 28, 2012

Benefiting Cumberland Crisis Pregnancy
Center



Sponsor Proposal

Mission

The Hendersonville Classic strives to raise both dollars and awareness for the need to provide family and individual counseling to those experiencing a crisis pregnancy.

Objectives

- Provide financial support to continue the ministry of Cumberland Crisis Pregnancy Center
- Promote community efforts and involvement in partnering for a great cause

Introduction

Hendersonville is ready for the 6th Annual Hendersonville Classic! With five races already come and gone, number six will take place on May 28, 2012! It will benefit the CCPC, a ministry based in Hendersonville for the past twenty-five years that has touched many lives. By supporting the 6th Annual Hendersonville Classic, you have the opportunity to financially support this ministry, as well as help continue this Hendersonville tradition. The CCPC is a 501(c)(3) non profit.

CONTACT PERSON:

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Why Be A Sponsor?

- Excellent marketing exposure
- Association of your business or product with a positive, community-wide event
- Participation in Sumner County's premier 5k/10K race

Levels of Sponsorship

Platinum Sponsor

Gold Sponsor

Silver Sponsor

Bronze Sponsor

Sponsorship Benefits

Sales Promotion

The Hendersonville Classic is an opportunity for your company to reach a concentrated mass of your target audience on Memorial Day, 2012. A sponsorship will surely generate in-store traffic and help promote your product/company.

Printed Materials

Sponsors of the Hendersonville Classic will receive sponsorship credit depending on sponsorship level. Materials may include: registration forms, pamphlets, flyers, stuffer cards, posters, banners and brochures. Some sponsors may also display their product or logo on our mail out materials as well (see sponsorship levels for details).

On-Site Promotion

Sponsors have the opportunity to exhibit and display their products at the event. Possible on-site ideas:

- Table and/or banner or other signage
- Merchandise giveaways
- Product sampling

Platinum Sponsor

\$5,000.00

- Right to be an exclusive sponsor in your specialty or market segment
- Company name and/or logo displayed on the race t-shirt
- Company name/logo prominently displayed on the registration form
- Company name included in newspaper advertisements, press releases, public service announcements and other promotional material
- Right to distribute promotional pieces at packet pick up
- Company listed on Hendersonville Classic web site with link to company's web site
- Option to place banner or sign on the race course at one of the mile markers
- Company recognized during awards ceremony
- 10 free entries to the races
- Company has the option to have a table, banner or other presence at the start/finish line

Gold Sponsor

\$2,500.00

- Right to be an exclusive sponsor in your specialty or market segment
- Company name and/or logo displayed on race t-shirt
- Company name/logo listed on the registration form
- Company listed on Hendersonville Classic web site with link to company's web site
- Right to distribute promotional pieces at packet pick up
- Option to place banner or sign on the race course at one of the mile markers
- Company recognized during awards ceremony
- 5 free entries to the races
- Company has the option to have a table, banner or other presence at the start/finish line

Silver Sponsor

\$1,000.00

- Company name and/or logo displayed on race t-shirt
- Company name/logo listed on the registration form
- Company listed on Hendersonville Classic web site
- Right to distribute promotional pieces at packet pick up
- Company recognized during awards ceremony
- Company has the option to have a table, banner or other presence at the start/finish line
- 2 free entries to the races

Bronze Sponsor

\$500.00

- Company name/logo listed on the registration form
- Company listed on Hendersonville Classic web site
- Right to distribute promotional pieces at packet pick up
- Company recognized during awards ceremony
- Company name and/or logo displayed on race t-shirt

Sponsorship Agreement

Sixth Annual Hendersonville Classic

This agreement is made by and between the Hendersonville Classic,
a fundraising event in support of Cumberland Crisis Pregnancy Center, and

(hereinafter referred as "Sponsor") and dated this

_____ day of _____.

The Hendersonville Classic agrees to provide the following services and privileges to the sponsor as outlined in the sponsorship prospectus:

- Platinum Sponsor
- Gold Sponsor
- Silver Sponsor
- Bronze Sponsor

Other terms mutually agreed upon (in none, so state):

Sponsor shall pay the Hendersonville Classic the sum of \$_____._____

which sum is due and payable within 15 days of this contract or
by _____.

If the sponsor is donating product, the delivery date will be _____.

I give permission for this donation to be applied to the Cumberland Crisis Pregnancy Center
general operating fund if it is not needed for the Hendersonville Classic expenses.

For the Hendersonville Classic:

For the Sponsor:

By: _____

By: _____

Title: _____

Title: _____

Witnesses:

Witnesses:
