



## **Roswell High Cross Country - Team and Covered Bridge Race Event Sponsorship**

Dear Potential Sponsor,

The Roswell High Cross Country Team and it's Booster Club is currently signing up sponsors for our 2015 Season. Practice has already started and the races will start in August. The team is comprised of about 100 high school runners, their families and coaching staff. Our main event is the Covered Bridge Race Event on September 12, 2015 at Garrard's Landing in Roswell. Last year this event had over 1,500 runners of high school and middle school ages, along with their families and coaching staff (representing over 15 schools in north metro Atlanta). This Covered Bridge race is our only way of raising money to support the team for all the supplies, operating expenses and travel to events.

In addition to supporting your local high school students and their families, here are some key benefits of sponsorship:

- Advertising and access to over 1,500 families in the Roswell community
- Brand recognition and support of your business via signage and word of mouth
- Runners will wear your brand on T-shirts around Roswell all year long
- If you have a product/service for athletic families, you will be able to market to over 1,500 families at our Covered Bridge Race Event
- Covered Bridge signage, booth space, public announcements and sponsorship

Please consider sponsoring the Roswell Cross Country Team through one of the sponsorship levels below. The package benefits are included here. We are also taking monetary or in kind donation of services at the "Friend of Team" level. Thanks so much for your support.

Sincerely,

Paul Tardif  
President - Roswell High Cross Country Booster Club  
770.265.4793 / ptardif@bellsouth.net

## Sponsorship Levels

<b>Category</b>	<b>Description</b>	<b>Privileges</b>	<b>\$/Year</b>
<b>Official Team Sponsor and Covered Bridge Lead</b>	Will be primary sponsor for team for 2015 season (including naming rights and lead sponsor for Covered Bridge)	<ol style="list-style-type: none"> <li>1. Covered Bridge Lead Sponsor and Naming Rights</li> <li>2. Access to 1,500 running families at race</li> <li>3. Covered Bridge "ACME" Classic Rights LARGE</li> <li>4. Logo/advertising (LARGE SIZE) on all Covered Bridge material including signs/banners, race numbers, etc.</li> <li>5. Exclusive rights of placement and advertising for product/brand on tables/tents/signage</li> <li>6. Speaking spot to open race</li> <li>7. LARGE position on T-shirts</li> <li>8. 10 PA Thank You/Recognition</li> <li>9. Raffle sponsorship and email address ownership</li> <li>10. Framed Thank you letter</li> <li>11. Advertising/Speaking spot at all RHS XC Events (time trial, CB, Banquet)</li> <li>12. RHS XC "Blank" Night (e.g., "eat at Joe's restaurant tonight to support RHS XC")</li> <li>13. Logo on T-shirts</li> <li>14. Team tent and clock logo placement</li> <li>15. Complimentary golf shirts</li> <li>16. Framed Thank you letter</li> </ol>	TBD
<b>Covered Bridge Gold</b>	Second highest sponsorship level under Lead Sponsor for Covered Bridge	<ol style="list-style-type: none"> <li>1. Access to 1,500 running families at race</li> <li>2. Covered Bridge Banner Placement MEDIUM</li> <li>3. Logo/advertising (MEDIUM SIZE) on all Covered Bridge material including signs/banners, race numbers, etc.</li> <li>4. Placement and advertising for product/brand on tables/tents/signage</li> <li>5. MEDIUM position on T-shirts</li> <li>6. 5 PA Thank You/Recognition</li> <li>7. Framed Thank you letter</li> </ol>	\$1,000
<b>Covered Bridge Silver</b>	Third highest sponsorship level under Lead Sponsor for Covered Bridge	<ol style="list-style-type: none"> <li>1. Access to 1,500 running families at race</li> <li>2. Covered Bridge Banner Placement SMALL</li> <li>3. Placement and advertising for product/brand on tables/tents/signage</li> <li>4. SMALL position on T-shirts</li> <li>5. 3 PA Thank You/Recognition</li> <li>6. Framed Thank you letter</li> </ol>	\$500
<b>Covered Bridge Bronze</b>	Entry level sponsorship under Lead Sponsor for Covered Bridge	<ol style="list-style-type: none"> <li>1. Access to 1,500 running families at race</li> <li>2. Placement and advertising for product/brand at race (self setup)</li> <li>3. 2 PA Thank You/Recognition</li> <li>4. Framed Thank you letter</li> </ol>	\$250
<b>Friend of Team</b>	Recognition as contributor to the team	Public PA Thanks and Recognition	\$100