

**DREAM** **MILKDay5K**

*Let Freedom Run*

[www.mlkday5k.com](http://www.mlkday5k.com)

**Sponsorship Proposal**

The **2012 MLK Day 5K Run/Walk** is attracting a diverse crowd of men, women and children in and around Atlanta in the spirit of Dr. Martin Luther King, Jr.'s dream of the “beloved community.”

The purpose of the race is special: to foster fellowship and fitness in celebration of the Beloved Community that Dr. Martin Luther King, Jr. envisioned.

In support of this, we are working with Atlanta area schools, churches, community organizations and businesses to use the race as a fundraiser for their community-oriented initiatives. Five dollars of each registration from an approved organization will be returned to that organization for use in community efforts of its choice. In other words, if 100 people register under Team X, we will send a check for \$500 to Team X's organization.

Additionally, we are promoting the benefit and love of fitness. Atlanta is one of the most active running communities in the U.S, home to the 2<sup>nd</sup> largest track club in America and the largest 10k in the world. There is a running event for every holiday and season of the year. One national holiday when there is not a race is Martin Luther King Day. With most Americans having the day off of work and school, this is a perfect opportunity to bring the community together for a road race and celebration. With it being the 16<sup>th</sup> day of 2012, it is great jumpstart to the New Year.

We are encouraging people to begin a 15-day exercise streak on January 1<sup>st</sup>. We plan to post fitness tips on the website and include them in the race packet. It is our experience that if you make working out a habit and part of your daily routine, it becomes a lifestyle. We are encouraging participants to establish a pattern of exercise so they can have a news year's resolution that sticks.

With the excitement from the local schools and churches, we are anticipating 2,000 participants to join us on January 16, 2012 for the MLKDay5K.

Thank you for your consideration of sponsorship.

## Event Description

- Event Name:** **MLK Day 5K**
- Location:**
- Starts and finishes in the “Shops Around Lenox” Parking lot. Race course circles Buckhead on Lenox Road, Piedmont and Peachtree Street.
- Date:**
- 8:30 a.m., Monday – January 16, 2012
- Main Events:**
- 5K run/walk
- Other Activities:**
- Music and sponsor tables for food, drink, and sports gear.
  - Artistic display of drawings and readings provided by students from surrounding schools, churches and other organizations expressing what MLK Day means to them.
  - Awards for Top 50 race finishers.
- Purpose:**
- To bring together the beloved community in a non-violent demonstration focused on fitness and fellowship.
  - To serve as a fundraiser for community initiatives
  - To encourage people to make exercise part of their daily routine
- T-shirts:**
- T-shirts given to all participants.
- Race Packet:**
- All entrants receive a race packet that will be filled with Sponsor information and “goodies”.

# MLK DAY 5K

## Sponsorship Levels & Pricing

### Gold - \$1,000

- Company name on all promotional materials, including participant t-shirts and banners (One t-shirt per participant and volunteers; 250 24x18 inch banners will be distributed throughout schools, churches and Shops Around Lenox)
- Company flyer/brochure/coupon in the MLK Day 5K Race Bag
- Post-race table for product/service promotion and sample give away
- Company name included in race postings on RunGeorgia.com, AtlantaTrackClub.com, and website for Team In Training, Black Girls Run, Girls on the Run (estimated 100,000 unique visits to websites). Company name on fliers distributed to City of Atlanta schools, local churches and local running stores and gyms, and other local businesses.
- Company name and logo on entry forms (20,000 distributed)

### Silver - \$500

- Company name on all promotional materials, including participant t-shirts and banners (One t-shirt per participant and volunteers; 250 24x18 inch banners will be distributed throughout schools, churches and Shops Around Lenox)
- Company flyer/brochure/coupon in the MLK Day 5K Race Bag
- Post-race table for product/service promotion and sample give away
- Company name included in race postings on RunGeorgia.com, AtlantaTrackClub.com, and website for Team In Training, Black Girls Run, Girls on the Run (estimated 100,000 unique visits to websites). Company name on fliers distributed to City of Atlanta schools, local churches and local running stores and gyms, and other local businesses.
- Company name and logo on entry forms (20,000 distributed)

### Bronze- \$250

- Company name on all promotional materials, including participant t-shirts and banners (One t-shirt per participant and volunteers; 250 24x18 inch banners will be distributed throughout schools, churches and Shops Around Lenox)
- Company flyer/brochure/coupon in the MLK Day 5K Race Bag
- Company name included in race postings on RunGeorgia.com, AtlantaTrackClub.com, and website for Team In Training, Black Girls Run, Girls on the Run (estimated 100,000 unique visits to websites). Company name on fliers distributed to City of Atlanta schools, local churches and local running stores and gyms, and other local businesses.
- Company name and logo on entry forms (20,000 distributed)

**YES!** My company wants to be a sponsor for the **2012 MLK Day 5K**. Check one:

\_\_\_\_ \$1,000 Gold Sponsor

\_\_\_\_ \$500 Silver Sponsor

\_\_\_\_ \$250 Bronze Sponsor

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please make checks payable to **MLK Day 5K** and return along with this completed form to:  
**MLK Day 5K**  
**P.O. Box 52872**  
**Atlanta, GA 30355**

If you have any questions, contact Race Director Chip Owens at 404-889-1142 or  
[mlkday5k@gmail.com](mailto:mlkday5k@gmail.com) or visit [www.mlkday5k.com](http://www.mlkday5k.com)