

April 16, 2018



On behalf of United Way of Pueblo County, please consider this request for possible corporate sponsorship of our 11th Annual Liberty Point 5K Run/Walk to be held on Wednesday, July 4 at 7:30 a.m. in Pueblo West. We were very fortunate to benefit from your consideration and thank you for being an integral part of the event!

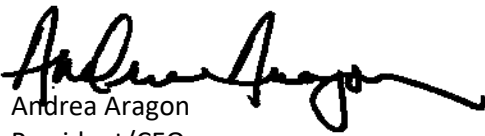
Here are some of the event details: Participants will start their independence day off with a “bang” by enjoying a brisk walk/run from the corner of Joe Martinez & Purcell Blvd., south to beautiful Liberty Point, and back again. The event was a great success last year, with over 525 runners and walkers participating. The event is geared towards runners and walkers of all ages. As a result, the entry fee is very affordable with additional discounts for families.

The race is a United Way of Pueblo County event in partnership with Snap Fitness, Pueblo West Chamber of Commerce, and Pueblo West Metro District, held in conjunction with the Pueblo West 4<sup>th</sup> of July festivities. All proceeds from the race benefit United Way funded programs.

We are extremely proud of the fact that in 2017, the over 25 different nonprofit organizations we helped fund provided over 175,000 units of service in Pueblo County that impact the lives of infants, children, families, seniors and everyone in between.

Enclosed is a list of sponsorship benefits. We will follow up with you to answer any questions you may have. If you have additional ideas that might make this opportunity more beneficial, we would be happy to discuss them with you. Thank you very much for your consideration of this proposal and your past support. If you have any questions or concerns in the meantime, please do not hesitate to contact us.

Sincerely,

  
Andrea Aragon  
President/CEO

  
Bianca Hicks  
Resource Development Coordinator

Enclosures



*Brought to you by United Way of Pueblo County & Snap Fitness 24/7 Pueblo West in coordination with the Pueblo West 4<sup>th</sup> of July festivities from the Pueblo West Metro District, Pueblo West Rotary, and the Pueblo West Chamber of Commerce. 100% of the proceeds from the Liberty Point 5K benefit United Way of Pueblo County funded programs!*

**Wednesday, July 4, 2018, Pueblo West, CO**

### **\$2,500 Platinum Sponsorship Benefits**

- Recognition as co-presenting sponsor, featuring logo prominently displayed on all event promotions and t-shirts, including branding as event co-presenter with United Way of Pueblo County and Snap Fitness 24/7
- Industry exclusivity in Platinum level
- Five (5) complimentary individual registrations & \$10 off company team registration of 4 or more (code to be provided upon confirmation)
- Five (5) t-shirts provided (if requested)
- Four (4) mile marker signs near the start finish lines
- Opportunity to have a table at the event and/or to provide promotional items or flyers in the preregistration packets (must be received no later than June 15)
- Opportunity to present awards at end of the race

### **\$1,000 Red Sponsorship Benefits**

- Major sponsor recognition featuring prominently displayed logo
- Four (4) complimentary individual registrations & \$5 off company team registration of 4 or more (code to be provided upon confirmation)
- Three (3) t-shirts provided (if requested)
- Three (3) mile marker signs advertising sponsor along course and banner displayed during the event
- Opportunity to provide promotional items or flyers in the preregistration packets (must be received no later than June 15)

### **\$500 White Sponsorship Benefits**

- Three (3) complimentary individual registrations (code to be provided upon confirmation) & \$5 off company team registration of 4 or more
- Two (2) mile marker signs advertising sponsor along course

### **\$250 Blue Sponsorship Benefits**

- \$5 off company team registration of 4 or more (code to be provided upon confirmation)
- One (1) mile marker sign advertising sign along course

### **In-Kind Sponsorship Opportunities**

*(In-Kind opportunity to provide product, services, or food items)*

- In-Kind values will be recognized with values of corresponding sponsorship amount

### **All Sponsorships Include:**

- Listing on all promotional materials (from date of commitment):

- Logo or name recognition on registration website, t-shirts, paper registration forms, posters & custom sponsor banner at event
- Email blasts sent to UW email list of approximately 1,300 (minimum of 4 emails sent), listing on United Way Facebook page & United Way of Pueblo County website – [www.pueblounitedway.org](http://www.pueblounitedway.org)
- Postcard sent to 2016's participants (525 plus runners/walkers) and UW Donor/VIP list (1,600)
- Press releases sent to print, radio and electronic media
- Recognition of sponsorship at awards presentation
- Recognition in United Way Annual Report

**Other event advertising/promotion**

- Media sponsorship includes PSA's, promotional mentions, web presence and blasts on KPHT 95.5, Fox Sports AM1350 and KCSJ590.
- Registration inserts & article(s) in *Southern Colorado Runners Club* newsletter (300)
- Additional advertising will be done in conjunction with the Pueblo West 4<sup>th</sup> of July festivities

**If you have additional ideas that might make this opportunity more beneficial, we would be happy to discuss them with you!**



**2018 Major Sponsorship Form**

**Business Name:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Business**

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

**Phone:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Sponsorship Levels**

\$2,500 - Platinum    
  \$1,000 - Red    
  \$500 - White    
  \$250 - Blue

In-Kind Sponsorship: \_\_\_\_\_

\$50 – Mile Marker Sponsorship \*\*

*\*\*See separate \$50 - Mile Marker Sponsorship Form for additional information.  
(Mile marker signage maybe included with major sponsorship level)*

Check Enclosed

Will Pay Online

Please Send Invoice



# 4th of July Liberty Point 5K Run/Walk Pueblo West, CO

Please Respond by:  
June 20, 2018



## Promote Your Business, Join the 4th of July Festivities & Support United Way! Be a part of the 11th Annual Liberty Point 5K in Pueblo West!

How: United Way of Pueblo County is offering a limited number of mile marker sign sponsorships for only \$50 each, spotlighting your business to 600+ race participants from across Southern Colorado as they progress down the beautiful race course.

Why: Your business will gain outstanding exposure, you'll be part of the Pueblo West 4th of July celebration activities, PLUS 100% of the proceeds will benefit United Way funded programs right here in Pueblo County!

### Liberty Point 5K Details

Participants will start their independence day off with a "bang" by enjoying a brisk walk/run from the corner of Joe Martinez & Purcell Blvd., south to beautiful Liberty Point, and back again. Last year, over 525 runners and walkers enjoyed the beautiful holiday with us. The event is geared towards runners and walkers of all ages. As a result, the entry fee is very affordable with additional discounts for families!

Brought to you by United Way of Pueblo County & Snap Fitness 24/7 Pueblo West in coordination with the Pueblo West 4th of July festivities from the Pueblo West Metro District, Pueblo West Rotary and the Pueblo West Chamber of Commerce.



### How Your Contribution Will Make a Difference

United Way funding provided over 175,000 units of service in Pueblo County. Contributions benefit over 55 different health and human service programs impacting infants, children, families, senior citizens and everyone in between! See our website [www.pueblounitedway.org](http://www.pueblounitedway.org) for more details.

### For more information on the race, or to sign up as mile marker sponsor:

Call the United Way office at 719-225-8580 or email: [bianca@pueblounitedway.org](mailto:bianca@pueblounitedway.org)

**Mile Marker Sign Sponsorship - \$50 x \_\_\_\_\_ = \$\_\_\_\_\_ Return or respond no later than June 20, 2018**

BUSINESS NAME: \_\_\_\_\_

CONTACT: \_\_\_\_\_

BUSINESS ADDRESS: \_\_\_\_\_ CITY, ST ZIP: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

PHONE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

SIGN DETAILS:  Text (include max of 3 lines below)  Logo/graphic (send graphic to [bianca@pueblounitedway.org](mailto:bianca@pueblounitedway.org))

TEXT TO BE INCLUDED ON SIGN: \_\_\_\_\_

**Mail form and payment to:** United Way of Pueblo County, PO Box 11566, Pueblo, CO 81001

*Please make checks payable to: United Way of Pueblo County (Liberty Point 5K in the memo line)*

**Pay online:** [www.pueblounitedway.org/libertypoint5k](http://www.pueblounitedway.org/libertypoint5k) and email this form to [bianca@pueblounitedway.org](mailto:bianca@pueblounitedway.org) or fax to 719-225-8593