



**2017
Executive Board**

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About us:

A club for women of Warren County, Bowling Green Junior Woman's Club (BGJWC) was federated in 1968. A non-profit, philanthropic organization, we are dedicated to improving the lives of women, children and families in our local community. We meet the first Tuesday of every month January through November.

The BGJWC is a member of the General Federation of Women's Clubs Kentucky (GFWC Kentucky) and the General Federation of Women's Clubs (GFWC), both of which are united by a dedication to community improvement through volunteer service. The GFWC Kentucky was founded in 1894 and consists of many clubs throughout Kentucky.

**Cheers to New Year's 5k
SPONSORSHIP OPPORTUNITIES**
January 1, 2018
Lover's Lane Soccer Complex Loops Trail

Dear Sir or Madame,

The Bowling Green Junior Woman's Club is excited to present the **Cheers to New Year's 5k!** The race was formerly known as the Hangover Classic 5k, but after five years we are rebranding the race to a more family friendly theme. This year's race will not only have a new name, but will also be held in a new location of the Lover's Lane Soccer Complex Loops Trail. The Loops Trail opened in the Spring of 2017 and offers ample parking, a new shelter/restroom building (Fall of 2017), and a central location. The race will be held on January 1, 2018 at 10:00 am and will consist of a 5k race, pre and post-race snacks/beverages, and an awards presentation. This is Bowling Green's only New Year's Day race and we hope to create a fun and exciting tradition! **More importantly, proceeds will benefit the Southern Kentucky (SKY) Center for Nonprofits!**

However, we need your help to maximize our fundraising efforts. We are seeking partners in the community to help make the Cheers to New Year's 5k a success and to support the SKY Center for Nonprofits, which houses Bowling Green nonprofits including: Big Brothers Big Sisters, Kids on the Block, American Red Cross, Kentuckians for the Commonwealth, and LKHP Community Action Council, Inc.

We are offering the following sponsorship opportunities:

(for more info, see second page)

\$2,500 Title 5k Sponsor

\$1,000 Gold Sponsor

\$500 Silver Sponsor

\$250 Bronze Sponsor

\$150 Sign Sponsor (*\$100 renewal for past sign sponsors*)

Prior year Hangover Classic races averaged over 200 registrants annually. The Bowling Green Junior Woman's Club will heavily promote the event on the local news, radio, and social media outlets. Sponsors are one of our top priorities and we want to highlight your special contribution in many ways! See the adjoining sponsorship form for more information on the perks of each sponsorship level.

The Cheers to New Year's 5k is an excellent opportunity to form a lasting partnership. We love planning this event each year and think it has evolved into a New Year's Day tradition for many runners and our sponsors!

We are excited to hear from you! As a sponsor, you can choose to be invoiced now or in November. Please return the enclosed sponsorship form with your desired sponsorship level to the BG Junior Woman's Club, PO Box 1006, Bowling Green, KY. Checks should be made payable to the BG Junior Woman's Club.

Thank you for your consideration! Please contact us at bgjwc@yahoo.com with any questions. The Bowling Green Junior Woman's Club is a 501(c)3 nonprofit organization, Federal Tax Identification number 31-1011201.

Best Wishes,

BGJWC

BG Junior Woman's Club Fundraising Committee

**PROCEEDS WILL BENEFIT THE
SOUTHERN KENTUCKY CENTER FOR NONPROFITS**



Cheers to New Year's 5k
SPONSORSHIP OPPORTUNITIES
January 1, 2018
Lover's Lane Soccer Complex Loops Trail

TITLE SPONSORSHIP LEVEL \$2,500

- ✓ Prominent logo placement and recognition as "Title Sponsor" in all marketing materials and campaigns; including television and radio interviews, and social media promotions
- ✓ Informational table at event to market your company to attendees
- ✓ Logo and link included on race registration website
- ✓ Company logo and name featured on events signs and banners
- ✓ Company logo featured as "Title Sponsor" on runner t-shirts
- ✓ Company logo and name featured throughout promotions on event social media pages
- ✓ Opportunity to provide welcome remarks at event
- ✓ Signage along 5k course with business and/or message to runners
- ✓ 10 free event registrations and t-shirts

GOLD SPONSORSHIP LEVEL \$1,000

- ✓ Company recognized on all advertising media (television, print, t-shirts, social media, interviews)
- ✓ Large logo on event t-shirts
- ✓ Large logo on event media
- ✓ Opportunity to provide marketing materials at event
- ✓ Signage along 5k course with business name and/or message to runners
- ✓ 4 free event registrations and t-shirts

SILVER SPONSORSHIP LEVEL \$500

- ✓ Medium logo on event t-shirts
- ✓ Medium logo on event media
- ✓ Signage along 5k course with business name and/or message to runners
- ✓ 1 free event registration and t-shirt

BRONZE SPONSORSHIP LEVEL \$250

- ✓ Small logo on event t-shirts
- ✓ Small logo on event media
- ✓ Signage along 5k course with business name and/or message to runners

ROUTE SIGN SPONSORSHIP LEVEL: FIRST YEAR \$150, RENEWAL \$100 EACH SUBSEQUENT YEAR

- ✓ Signage along 5k course with business name and/or message to runners

OTHER SPONSORSHIPS

- ✓ Donations of any kind are welcome

SELECTED SPONSORSHIP LEVEL:

- TITLE GOLD SILVER BRONZE SIGN-NEW \$150 SIGN RENEWAL \$100
 OTHER: \$ _____

COMPANY NAME: _____ CONTACT NAME: _____

COMPANY ADDRESS: _____ CITY/STATE/ZIP: _____

PHONE: _____ CONTACT EMAIL: _____

****Please return completed form to PO BOX 1006 by December 1, 2017****

*****Email your company logo in color and b/w, jpg format to bjjwrc@yahoo.com*****