



**5th Annual
PRE-HANGOVER CLASSIC 5K
SPONSORSHIP OPPORTUNITIES
December 31, 2016 at Kereiakes Park**



Dear Sir or Madame,

The Bowling Green Junior Woman’s Club is preparing for the Fourth Annual Hangover Classic 5k! The event will be held on December 31, 2016 at 10:00 am in Kereiakes Park and will consist of a 5k race, pre and post-race snacks and beverages, a performance by the Rockerz and Jammerz of DSSKY, and an awards presentation. This is Bowling Green’s only New Year Eve race and we hope to create a fun and exciting tradition! **More importantly, proceeds from the Hangover Classic will again benefit Down Syndrome of South Central Kentucky (DSSKY)!**

However, we need your help to maximize our fundraising effort to DSSKY. We are seeking partners in the community to help make the Hangover Classic 5k a success and to support the Down Syndrome of South Central Kentucky and their facility, the Buddy House. The DSSKY group proudly provides education, advocacy, scholarships, social events and services to its members. With your help, DSSKY can continue assisting members and extend its outreach to a ten county region in South Central KY. These counties include, but are not limited to: Allen, Barren, Butler, Hart, Edmonson, Logan, Metcalfe, Monroe, Simpson and Warren.

We are offering the following sponsorship opportunities (for more info, see second page):

	<p>\$2,500 Title 5k Sponsor \$1,000 Gold Sponsor \$500 Silver Sponsor \$250 Bronze Sponsor \$150 Sign Sponsor (<i>\$100 renewal for past sign sponsors</i>)</p>	
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The 2016 Hangover Classic attracted over 250 participants; this year our goal is 300 registered runners. 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 Hangover Classic is an excellent opportunity to form a lasting partnership that supports an under-served cause in our community. We love planning this event each year and hope it will evolve into a New Year’s Day tradition for our 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 bgjwrc@yahoo.com with any questions or you can contact me directly at (270)202-6082. The Bowling Green Junior Woman’s Club is a 501(c)3 nonprofit organization, Federal Tax Identification number 31-1011201.

Best Wishes,
Ashley Reynolds
 Hangover Classic Co-Chair

PROCEEDS WILL BENEFIT THE DOWN SYNDROME OF SOUTH CENTRAL KENTUCKY



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TITLE SPONSORSHIP LEVEL \$2,500

- ✓ Prominent logo placement and recognition as “Title Sponsor” in marketing campaigns and all materials, including, but not limited to television and radio interviews, social media promotions, and other marketing and printed materials (subject to printing deadlines)
- ✓ Informational table setup at event to market your company to attendees
- ✓ Logo and link included on Hangover Classic and DSSKY’s websites through Spring of 2016
- ✓ Company logo and name featured on events signs and banners
- ✓ Company logo featured as “Title Sponsor” on Hangover Classic t-shirts given to all runners
- ✓ 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 to support the Down Syndrome of South Central Kentucky

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, 2016
****Email your company logo in color and b/w, jpg format to bjjrwc@yahoo.com****