

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

Dear Potential Sponsor,

The Roswell High Cross Country Team and its Booster Club are 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 85 high school runners, their families and coaching staff. Our main event is the Covered Bridge Race on September 12, 2015 at Garrard Landing Park in Roswell. Last year this event had over 1,500 runners of high school and middle school ages, along with their families and coaching staffs (representing over 20 schools in metro Atlanta). This Covered Bridge race is our primary 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 1500 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
* Total potential audience 3000+
* Covered Bridge signage, booth space, public announcements and sponsorship rights
* For Premier Sponsors a large EXPO tent will be provided to enable the sponsor to market directly to the attendees.

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**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***Category*** | ***Description*** | ***Privileges*** | ***$/Year*** | ***Corporate Interest*** |
| **Official Team Sponsor (1)** | Will be primary sponsor for team for 2015 season | 1. Covered Bridge Gold Level
2. Advertising/Speaking spot at all RHS XC Events (time trial, CB, Banquet)
3. RHS XC “Blank” Night (e.g., “eat at Joe’s restaurant tonight to support RHS XC”)
4. Logo on Tshirts
5. Team Pages logo placement
6. Expo tent and clock logo placement
7. Complimentary golf shirts
8. Framed Thank you letter
 |   | * Dick’s
* Sports Auth
* Big Peach
* Mizuno
* Superior Plumbing
 |
| **Covered Bridge Lead Sponsor (1)** | Naming rights and lead sponsor on all things Covered Bridge | 1. Access to 1,500 running families at race
2. Covered Bridge “ACME” Classic Rights LARGE
3. Logo/advertising (LARGE SIZE) on all Covered Bridge material including signs/banners, race numbers, etc.
4. Exclusive rights of placement and advertising for product/brand on tables/Expo Tent signage
5. Speaking spot to open race
6. LARGE position on Tshirts
7. 10 PA Thank You/Recognition
8. Raffle sponsorship and email address ownership
9. Framed Thank you letter
 | $3,000 | * Publix
* Kroger
* McDonalds
* Nike/Reebok/Shoes
* Cobb EMC
* Atlanta Gas Light
 |
| **Covered Bridge Gold (3)** | Second highest sponsorship level under Lead Sponsor for Covered Bridge | 1. Access to 1,500 running families at race
2. Covered Bridge Banner Placement MEDIUM
3. Logo/advertising (MEDIUM SIZE) on all Covered Bridge material including signs/banners, race numbers, etc.
4. Placement and advertising for product/brand on tables/tents/signage
5. MEDIUM position on Tshirts
6. 5 PA Thank You/Recognition
7. Expo Tent
8. Framed Thank you letter
 | $1,000 | * Formula Freight
* Seko Logistics
* Orthopaedics Company?
* Cobb EMC
 |
| **Covered Bridge Silver (5)** | Third highest sponsorship level under Lead Sponsor for Covered Bridge | 1. Access to 1,500 running families at race
2. Covered Bridge Banner Placement SMALL
3. Placement and advertising for product/brand on tables/tents/signage
4. SMALL position on Tshirts
5. 3 PA Thank You/Recognition
6. Expo Tent
7. Framed Thank you letter
 | $500 | * Millenium Medical
* Mathnasium
* Area 51/Mims
 |
| **Covered Bridge Bronze (10)** | Recognition as contributor to the team | 1. Thanks and recognition
2. Access to 1,500 running families at race
 | $250 | * Multiple local restaurants and businesses
 |
| **Friend of Team** |  |  | Any amount or “in-kind” donation |  |