



2017 SPONSORSHIP PROPOSAL

**PAINT
WESTVALE
PURPLE**

**5K
RUN/WALK**

Sunday . April 30 . 2017 @ 10:00 am

January 1, 2017

The **Westvale Road Runners Club** is pleased to announce the **5th annual PWP-5K Run/Walk** to be held at Cherry Road School in Westvale, Sunday, April 30, 2017. Online Registration opens January 30.

Strong sponsorship and the registrations of 400 runners and walkers, allowed us to cover our expenses and still donate a record high total of \$10,500 between three local organizations in 2016: The Westhill Educational Foundation, Hopeprint, and Mended Little Hearts of Syracuse.

PWP can do even more good in 2017!

As we strive to keep the cost of producing the race down, we also look to improve it each year. Those improvements present themselves as better marketing materials, signage, and advertising. Improving the event on race day involves things like hiring professional timing and upgrading other site amenities, as well as providing quality custom PWP gear for our participants.

Joining us in sponsorship for your first year or returning to us for another and even increasing your support level over last year, enables us to do more for the event and thus our beneficiaries.

The PWP Value-Added Package.

We also welcome your participation as a runner, walker, or volunteer! When you sponsor, consider taking advantage of reduced registration fees for any size group of runners or walkers. Or consider providing any number of volunteers on Race day! Come decked out in PWP gear or your organization's apparel, and make an even bigger impression. We will custom fit you to the Race.

Our beneficiaries for 2017 are:

Westhill Educational Foundation (provides valuable grant money to teachers for innovative projects with their students).

American Cancer Society (providing support for those with any type of cancer).

A third Charity to be determined by a Westhill Middle School essay contest in March.

Please review the attached sponsorship form to find an amount that meets your comfort level. Our event is an affiliate member of the RRCA (Road Runners Club of America). **Through the RRCA we are a 501(c)3 nonprofit organization, EIN# 47-1859906. Your contribution will be tax deductible to the fullest extent of the law.**

Thank you!

We so appreciate your time and support! Please visit the website where you will find more info and images of PWP-5K. Then, feel free to contact us by email at pwp5krun@gmail.com or call David Suarez directly at 315-436-1801 to discuss any details of being a sponsor in 2017.

Westvale Road Runners Club



Sponsor Levels & Benefits

Color Sponsor	Purple	Wisteria	Lilac	Orchid	Iris	Violet	Plum	Lavender
Package Costs	\$1500+	\$1250	\$1000	\$750	\$500	\$375	\$250	\$100
Logo/Name on Website	●	●	●	●	●	●	●	●
Logo on Back of Event Shirts	●	●	●	●	●	●	●	
Your Banner Displayed Race Weekend	●	●	●	●	●	●		
Logo/Name on Mile Marker Signs					●			
Your Banner at Start/Finish Arch				●				
Logo on 600 PWP Race Bibs			●					
Logo on Back of 100 Volunteer Shirts		●						
Logo on Front of 600 Event Shirts	●							
Our 400 Registrants love getting additional items in their Race Packets each year! Only sponsors can provide a coupon, flyer or promotional item. Items must be supplied by sponsor on or before April 20.								

The earlier you commit as a sponsor, the more exposure we will give you as Race day approaches! Feel free to contact us with any special incentive you can offer that could boost race registration.

Please complete the entire form below and return it to us with a check as soon as you are able.

Make check payable to: **Westvale Road Runners Club**

Please email your most current high-resolution logo in jpg or eps format to: pwp5krun@gmail.com

Company Name _____

Contact Name _____ Phone # _____

Address _____

Email _____ Sponsor Level _____

Please return this form with payment by: **March 30, 2017**

Mail to:

Westvale Road Runners Club
2701 West Genesee Street
Syracuse, NY 13219-1542

Signed _____ Date _____