

March 27th, 2018

Dear neighbor:

Last May, over 200 people stood shoulder to shoulder at our starting line for the Fourth Annual **Colonel Classic 5K Road Race**. Runners were anxious, excited, and maybe even a little frightened by the challenge in front of them. They eagerly waited for the sound of a solitary gunshot that would mark the start of their “race towards education”. **With your help**, Palestra provided a safe and enjoyable experience for all. Last year, as well as all previous years, the proceeds raised were distributed to numerous **Ledyard High School Scholarships**. Palestra extends its gratitude towards everyone who supported the “race for education”, including: the local and State Police departments, Principal Fagan, and Superintendent Jason S. Hartling. We are ready for the 5th annual race. **This year, the Colonel Classic 5k Road Race will be run on Saturday, May 19th, 2017 at 9:30 am.** All funds from the Colonel Classic will go towards sustaining scholarship funds at Ledyard High School. We would like to make this year as great as our past races.

The race is not without expenses however, and our need is your opportunity. These costs include compensating police officers, paramedics, and custodians, as well as race logistics such as timing, food, apparel, signage, and awards. **Please consider investing** in the Colonel Classic through one of the many sponsorship levels our marketing research team has packaged for your Investment.

If you would rather donate non-monetary items, we have needs there as well, such as food, beverage, gift certificates, and giveaways. **We can distribute** your business name, logo and paraphernalia on race day through our dozens of volunteers, where we are expecting crowds well over 700.

We invite you to seriously consider our offer, **just as L&M, LEAF, Dime Bank and Jordan Brook did last year. Our goal for you is exposure.** The inaugural race had over 300 runners, from over 50 towns in four states. The race is a wonderful way to raise awareness for your business, and the feedback we received from our sponsors in our first year was very positive. Please look over the sponsorship packet, choose a level of partnership, or **create your own package based upon your needs.** We would love to have the chance to partner with you, and we look forward to forming new, mutually beneficial relationships. **Together, we can make this an impactful race that supports the students of Ledyard High School.** See you on the road.

Sincerely,

Erika deAndrade
President of PALESTRA

Eric VanFrachen
Race Director

Colonel Classic 5k Road Race 2018 Sponsorship Levels

Keep in mind that we have tailored the sponsorship levels in a pyramid fashion, whereas the higher the sponsorship level amount, the more exposure a business gets.

The “In Step” Package

A sponsorship of less than \$100

- Name on our sponsors list (to be displayed in various locations at our race day headquarters)

The “Walker” Package:

A sponsorship of \$100

- Name on our sponsors list
- Item in gift bags (to be given out to all online registered runners)
- Race day presence (includes table if requested)

The “Jogger” Package:

A sponsorship of \$500

- Name on our Sponsors list
- Item in gift bags (to be given out to all online registered runners)
- Race day presence (includes table if requested)
- 5 in. by 3 in. logo on official Colonel Classic t-shirt (to be given out to all online registered runners)

The “Runner” Package:

A sponsorship of \$1000

- Name on our sponsors list
- Item in gift bags (to be given out to all online registered runners)
- Race day presence (includes table if requested)
- 5 in. by 3 in. logo on official Colonel Classic t-shirt
- Name and logo on the Colonel Classic mile markers (to be displayed at each mile point along the route)

The “Sprinter” Package:

A sponsorship of \$2000

- Name on our sponsors list
- Item in gift bags (to be given out to all online registered runners)
- Race day presence (includes table if requested)
- 5 in. by 3 in. logo on official Colonel Classic t-shirt
- Name and logo on the Colonel Classic mile markers and advertising signage (to be displayed during, and in the days leading up to the race)

The “Champion” Package:

A sponsorship of \$3000 or more

- Become the official sponsor of the 2017 Colonel Classic 5K
- Name and logo at the top of our sponsors list
- Item in gift bag (to be given out to all online registered runners)
- Race day presence (includes table if requested)
- 10 in. by 6 in. logo on the top of the official Colonel Classic t-shirt
- Name and logo on the Colonel Classic mile markers and advertising signage
- Your name on all of our handouts
- 5 minutes of advertising before our awards ceremony (any media of your choice including commercials shown on a large projection screen or in person advertising by a representative from your business)
- **Note: There will only be one official sponsor of the Colonel Classic**
Space is limited on the official race t-shirts, and logo spaces will be available on a first come first serve basis.



If you decide that one of our sponsorship levels is right for you, and you would like to help with

our cause, or have any questions, comments, or concerns please do not hesitate to contact

Palestra at LHPalestra@gmail.com or **860-464-0294**

To learn more about Palestra and its goals, visit our website at lhspalestra.weebly.com