



Canterbury
SCHOOL

To Learn, To Love, To Serve: To Live... To Run!

2nd Annual 
CANTERBURY
 5K Challenge

Saturday, April 9th, 2011

Presented by



CELLULARSALES | Authorized Retailer

Sponsorship Package



Introduction

The Goal:

The intention of the Annual Canterbury 5K Challenge is to raise funds, to build community, and to encourage a healthy lifestyle for the entire family. It will give younger children the opportunity to compete in a one-mile run. Our hope is that participants of all levels and ages will make the Canterbury 5K Challenge an annual community tradition to kick off the spring running season.

The Participants:

The Canterbury 5K Challenge is a festive run and walk for adults and children of all fitness levels. We met our 1st year goal with over 250 participants and hope to exceed that number this year.

The Awards:

1st Overall Male Child (Age 5 – 14); 1st Overall Male (Age 15 – 39); 1st Overall Male Masters (Age 40+);
1st Overall Female Child (Age 5 – 14); 1st Overall Female (Age 15 – 39); 1st Overall Female Masters (Age 40+);
PLUS Age Group Winners!

The Activities:

DOOR PRIZES WILL BE GIVEN AWAY!

The 5K race will be held on *Saturday April 9, 2011* beginning at 5:00 pm at Canterbury School. The Kids Fun Run will begin at 4:30 pm from the same campus location. The early bird entry fees are \$25 for the 5K and \$15 for the Kids Fun Run (Late Registration is an additional \$5). All race participants receive a race pack filled with a t-shirt, prizes and promotional marketing materials provided by event sponsors.

The Media Event:

All of the above creates a memorable media event where sponsorships are thoroughly mentioned. Sponsorship of the Canterbury 5K Challenge offers the following unique opportunities:

- **Increase sales and awareness to target markets**
- **Enhance product credibility & brand recognition**
- **Provide product sampling**
- **Support the community**
- **Promote healthy living**



Sponsorship Agreement

This agreement is made by and between **CANTERBURY SCHOOL** and

(herein referred to as "**SPONSOR**")

dated this _____ day of _____, 2011.

The **CANTERBURY 5K CHALLENGE** agrees to provide the following services and privileges to the sponsors as outlined in the sponsorship levels:

Sponsorships:

TITLE Sponsor (first position) – \$3500 (*Title sponsorship for 2012 available.*)

EXCLUSIVE Sponsor – \$1,500

ELITE Sponsor – \$500

COUGAR Sponsor – \$250

Other terms mutually agreed upon (if none, so state):

SPONSOR shall pay to **CANTERBURY 5K CHALLENGE** the sum of \$ _____

which sum is due and payable within 15 days of this contract or by _____

If the **SPONSOR** is donating product, it will be delivered by _____

CANTERBURY 5K CHALLENGE:

By _____

Title _____

Witness _____



Sponsorship Agreement

SPONSOR:

By _____
Title _____
Witness _____

- I am unable to sponsor, but please accept my donation of \$ _____
- I am unable to sponsor, but please accept my in kind donation of _____ valued at \$ _____

Company Name _____
Contact Person _____
Address _____
Phone _____
Fax _____
Email _____
Signature _____

Send all information and make checks payable to:

CANTERBURY SCHOOL
c/o Canterbury 5K Challenge
5400 Old Lake Jeanette Rd.
Greensboro, NC 27455

For questions please contact:

Race Director, Dena Maginnes-Jeffrey
Phone: (336) 210-2106
denamj@me.com

or

Advancement Officer, Mary Winstead
Phone: (336) 339-4468
winsteadm@canterburygso.org



Sponsorship Levels

Cougar Sponsor Level – \$250

- Year round company advertising on our web link
- Company promotional material to be included in race-day packet (one item)
- 2 complementary race applications – includes race t-shirts
- Company signage placed on course (provided by company)

Elite Sponsor Level – \$500

All of the above for cougar sponsor level, plus the following:

- Company logo printed on race brochures (approx. 1000 to be printed)
- Company logo printed on the back of race t-shirts (approx. 300 to be printed)

Exclusive Sponsor Level – \$1500

All of the above for elite sponsor level, plus the following:

- Desirable placement and size of company logo: brochure, t-shirt and print advertising where sponsors are mentioned.
- **Guaranteed market exclusivity** meaning no competing sponsors within industry
- Company name mentioned in all print advertising and on street banner
- (4) additional complementary race applications (6 total) – includes t-shirts
- (2) additional promotional items in race-day packets

Title Sponsor Level – \$3500

(Taken – Thank you Cellular Sales – Verizon Wireless!)

Title sponsorship for 2012 available.

All of the above for exclusive sponsor level, plus the following:

- Company 6x8 sole logo printed on one side of the souvenir bags (minimum 300 to be printed)
- Promotional booth at packet pick-up (Friday prior to race) to hand out company info (provided by the company)
- Promotional tent on race day (8am to 11am) to hand out company info (provided by the company)
- (4) additional complementary race applications (10 total) – includes t-shirts
- To include company promotional items in race-day packets (unlimited)