



St Luke's HALF MARATHON

Dear Sir or Madam:

We thank you for considering sponsoring the St. Luke's Half Marathon & 5K. With 32 years of putting on a stellar event in the Lehigh Valley we hope you will find that our race one that can enhance your visibility and market your company to the over 6,000 families that come out for the race weekend.

This year's event will be held Saturday, April 23 and Sunday, April 24. Saturday's events include a most popular kid's race with typical race entrants numbering in the thousands. Saturday is also the day for our top-notch Event Expo where vendors have the option to promote via a table visible to the over 4,000 entrants in the half marathon and over 1,000 entrants in the 5K. The popular kid's race also draws families in large numbers.

Sunday's half marathon is one of the Lehigh Valley's premier running events with a picturesque running route and runners coming from the greater Lehigh Valley and beyond.

Enclosed are PDFs outlining the amenities you, as a sponsor of our event, will receive. We encourage you to peruse and choose a level that will suit your needs. If you have any questions or wish to discuss the many options that you have, please contact Ingrid Gerber at ingridgerber1@aol.com or call 484-431-3549.

We are looking forward to developing a relationship that will serve our fine running community.

Warm Regards,

Ingrid Gerber
Sponsorship, St. Luke's Half Marathon & 5K

5K Sponsor Benefits Summary

Sponsor Benefits	Presenting Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Cost of Sponsorship	\$3,000	\$2,500	\$1,200	\$600	\$300
Race Naming Privilege	X				
Name/Logo on Start/Finish Banner	X	X			
Logos on Web Site	X	X	X	X	X
Name on front of 5K T-Shirt (600)	X				
Training e-mails (5)	X	X			
Logo on Volunteer T-shirts (800)	X	X	X		
Name on Runner's Race Bibs (600)	X				
Inclusion in Race Packets (5000)	X	X	X	X	
Complimentary Expo Booth Space	X	X	X		
Complimentary Race Entries for 5K	5	3			
Complimentary Race Shirts for 5K	5	3			
Pasta Dinner Tickets	5				
Special Recognition at Pasta Dinner	X	X	X	X	X
Ad in Finishers Book	1/2 Page	1/4 Page	1/8 Page	Listing	Listing

Half Marathon Sponsor Benefits Summary

Sponsor Benefits	Presenting Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Cost of Sponsorship	\$20,000	\$10,000	\$7,000	\$5,000	\$1,000
Race Naming Privilege	X				
Name/Logo on Start/Finish Banner	X	X			
Logos on Web Site	X	X	X	X	X
Race Director e-mails (50)	X	X			
Category Exclusivity	X				
Logo on Volunteer T-shirts (800)	X	X	X	X	X
Name on Runner's Race Bibs (4000)	X				
Logo on Finishers Medals (4000)	X				
Presence on front of Half-marathon Shirts (4000)	X				
Training e-mails (10)	X	X	X	X	
Name/Logo on Banner at Registration	X	X			
Complimentary Expo Booth Space	X	X	X	X	X
Complimentary Race Entries	10	5			
Complimentary Race Shirts	10	5			
Pasta Dinner Tickets	10	5			
Special Recognition at Pasta Dinner	X	X	X	X	X
Ad in Finishers Book	Full Page	Full Page	1/2 Page	1/4 Page	1/8 Page
Inclusion in Race Packet (5000)	X	X	X	X	X

Sponsor a mile marker or water stop for \$250 in addition to your sponsorship level. (First-come, first-served.)

Sponsorship Form

Business/Individual _____

Address _____

Phone _____ Email _____

Contact Person _____ Date _____

If Included: Will expo space be requested? _____

Will product and/or information be supplied for distribution in race packets? _____

Please email a 300dpi company logo in a jpeg or tiff format to Ingrid Gerber at:
ingridgerber1@aol.com

Levels of Sponsorship

Half Marathon:

Presenting @ \$20,000 **SOLD**
Platinum @ \$10,000 _____
Gold @ \$7,000 _____
Silver @ \$5,000 _____
Bronze @ \$1,000 _____
Goodwill @ \$100 _____

5K Race:

Presenting @ \$5,000 **SOLD**
Platinum @ \$2,500 _____
Gold @ \$1,200 _____
Silver @ \$600 _____
Bronze @ \$300 _____
Goodwill @ \$100 _____

Kids Race Sponsorship @ \$5,000 **SOLD**

1.5-mile Family Fun Walk @ \$2,500 **SOLD**

For all sponsors: Name, company, or business that should appear in finisher's booklet.
(Please print.) _____

For questions or additional information please call or email:

Neal Novak—
(610) 434-9133
novakfam@ptd.net

Ingrid Gerber—
(484) 431-3549
ingridgerber1@aol.com

Checks made payable to Lehigh Valley Road Runners and send to:

Lehigh Valley Road Runners
Attn: Race Sponsorship
P.O. Box 592
Allentown, PA 18105



Please trim out on dotted line and mail. Thanks.