



The Ashland Sporting Association and the Metrowest YMCA seeks your sponsorship support for our 5<sup>th</sup> annual 2016 Ashland Half-Marathon, 5 K, and 1 mile run/walk on October 29th starting at Marathon Park, the original starting line of the Boston Marathon from 1897-1923.

This year we are again excited with the collaboration between these two (2) non-profit groups. Proceeds from these events will be donated to the MetroWest YMCA to sustain and develop new middle school and high school youth programs in Ashland, Hopkinton and Holliston. The Y currently offers an intensive outdoor education program called High Flight for at risk teens as well as several new middle school afternoon and evening programs providing safe places for our teens to engage in fun and healthy activities. The Y is well known for its popular summer day camp program at the Family Outdoor Center in Hopkinton that serves children from all over MetroWest providing summer employment opportunities for many of our young people. You may not know that the Y is providing services in the areas of kindergarten readiness, before and after-school education and care, outdoor education, youth sports, chronic disease intervention and prevention and is a valued community partner working closely with many organizations in our towns.

The Ashland Sporting Association events are a family friendly, popular event and its date coinciding with Halloween will create increased festivities and draw for the Ashland, Holliston and Hopkinton communities. There are five sponsorship levels listed on the attached sheet which provide high visibility for your company.

Thousands of people could see your company's name in our social media marketing. Depending on your level of support, your company's name can be on runner's shirts, advertising that continues well after the event.

If you have any questions about the event, please contact me at (508) 641-1222 or [steveg@ashlandhalfmarathon.com](mailto:steveg@ashlandhalfmarathon.com). I look forward to your support so that we promote health and fitness and can build our local community.

Thank you for considering sponsorship support of the Ashland Half Marathon.

Sincerely,

Steven Greenberg  
Ashland Sporting Association



## **Ashland Half-Marathon**

October 29, 2016

Starting at Marathon Park, Ashland

### **Sponsorship Levels**

#### **Title Sponsorship (\$5,000)**

- Everything that Gold Sponsorship has plus...
- Premium logo sponsorship on the front of the official race-day t shirts
- Premium presence on all website and email marketing
- Premium brand inclusion in all promotional materials/goody bags
- Premium inclusion in pre-and post-event public relations and media
- Your company name announced at the event as the title sponsor
- Premium banner display location
- Free premium location exhibit booth on race day
- Your logo displayed on website
- 6 race registrations
- Promotional materials in participant bags

#### **Gold Sponsorship (\$2,500)**

- Everything that Silver, Bronze and Community Listing gets plus...
- The opportunity to have your business banner displayed at the event
- Company logo on back of official race-day t shirts
- Free exhibit booth
- 3 race registrations

#### **Silver Sponsorship (\$1,000)**

- Everything that Bronze and Community Listing gets plus...
- Company poster displayed on half-marathon course
- Free exhibition booth
- 2 race registration

#### **Bronze Sponsorship (\$500)**

- Everything that Community Listing gets plus...
- Company logo displayed on all event posters
- 1 race registration

#### **Community Listing (\$300)**

- Company logo on event website
- Promotional materials placed in participant goody bags

# Race Sponsor Reservation Form

13.1/5K/1mile walk-run

[www.ashlandhalfmarathon.com](http://www.ashlandhalfmarathon.com)

- **TITLE SPONSOR: \$5,000** \_\_\_\_\_
- **GOLD: \$2,500** \_\_\_\_\_
- **SILVER: \$1,000** \_\_\_\_\_
- **BRONZE: \$500** \_\_\_\_\_
- **COMMUNITY: \$300** \_\_\_\_\_
- **OTHER:** \_\_\_\_\_

- **PAYMENT INFORMATION:**

- Enclosed is my check in the sum of \$ \_\_\_\_\_
- Please make check(s) payable to: ***Ashland Sporting Association, Inc.***
- Please charge my donation to:
- **Check one:**  Visa  MasterCard  AMEX  Discover  
 Check *Check number:* \_\_\_\_\_
- *Credit Card Account Number:*  
\_\_\_\_\_
- *Name (As it appears on credit card):*  
\_\_\_\_\_
- *Expiration Date:* \_\_\_\_/\_\_\_\_

BUSINESS NAME: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

- **EMAIL LOGO TO:** [steveg@ashlandhalfmarathon.com](mailto:steveg@ashlandhalfmarathon.com)

- **MAKE CHECK PAYABLE TO: MVMAC**

Mail registration form and payment to: MVMAC 158 Pond Street Ashland, MA 01721

\_\_\_\_\_  
Signature

\_\_\_\_\_  
DATE