Jim Tuck Memorial  
5763 E Hedge Row \* Farmington, NY 14425 \* (585) 506-5934  
<http://heartsofiron5k.weebly.com/>

January 5, 2018

To Potential Sponsor:

On behalf of the Jim Tuck Memorial Group, I am writing to invite you to consider partnering with us as a sponsor for the 6th annual “Hearts of Iron 5K”. This event will take place on March 24, 2018 at Marcus Whitman High School. This run has been established to honor the memory of Jim Tuck. Jim was a long time teacher and coach in the Whitman community and was known for his competitive spirit. He ran the NYC marathon three times, triathlons, and countless 5K and 10K races.

Last year we raised $2,500 and proceeds were donated to the V Foundation for cancer research ($1,000), Roswell Park Cancer Institute ($1,000) and Ronald McDonald House of Rochester ($500). The funds raised from this year’s event will once again go to these charities. Our goal is to have 100% of the money collected through registration fees go to these organizations. All of the planning and race day organization will be done by volunteers and we hope to have the costs involved be covered by generous donations from local businesses and individuals. We are a nonprofit organization and all donations are tax deductible.

As a potential sponsor, there are a variety of sponsorship levels to choose from. Accompanying each sponsorship level entails a variety of benefits for you and your business. Please read below for the sponsorship levels, suggested donations and benefits:

**\*\*Offered again this year** \*\* Heart of Iron Signs ($30) – purchase a sign that will be placed on the 5K course in memory of an individual or to honor a cancer survivor. Fill out sign information on next page. – **price reduced!**

**Hearts of Iron (Event Sponsor)** - $1,000 – (only 1 available)  
- Listed as top sponsor on website with logo and link   
- Most prominent & largest display of logo on all race t-shirts  
- Logo prominently displayed on all race forms  
- Logo on all three mile marker signs  
- Logo on banner at the finish line  
- Opportunity to set up table & display and distribute products & promotional materials  
- Opportunity to speak at opening of race  
- Special PA announcements mentioning sponsor name during and after the race  
- Promotional materials in race packet  
- 5 complimentary race entries

**Heart of Gold -** $500- Listed as sponsor on website with logo and link  
- Second tier level company logo on back of race t-shirt  
- Logo on 1 of the mile marker signs  
- Logo on banner at the finish line  
- Promotional materials in race packet  
-Opportunity to set up table & display and distribute products & promotional materials  
- 3 complimentary race entries

**Heart of Silver -** $250Listed as sponsor on website with logo and link  
- Third tier level company logo on back of race t-shirt  
- Logo on banner at the finish line  
- Promotional materials in race packet   
- 1 complimentary race entry

**Heart of Bronze -** $100  
- Listed as a sponsor on the website  
- Fourth tier level company name on back of race t-shirt  
- Company name displayed on board near registration  
- Promotional materials in race packet

**Other Donation** (Under $100)  
- Listed as a sponsor on the website  
- Company name displayed on board near registration  
- Sponsor “shout out” in race packet

**Product Donations**  
We are also seeking product donations (gift cards, water bottles, key chains, sports drinks, anything that can be used as door prizes). It is your discretion to provide the quantity of items. They could be used in our raffle or distributed to all racers. In exchange for such product donations, the following promotional services will be provided:  
- Listed as a supporter on website  
- Company name displayed on board near registrations  
- “Shout out” in race packet

Thank you for partnering with the Jim Tuck Memorial Group. If you are interested in any of the above sponsorship packages, please complete the enclosed sponsorship form and mail to 5763 E Hedge Row, Farmington, NY 14425. If you have any questions please feel free to contact me at either 585-506-5934 or [bstratton@nrwcs.org](mailto:bstratton@nrwcs.org)

Brienne Stratton  
Jim Tuck Memorial Group – Committee Member

Jim Tuck Memorial “Hearts of Iron” 5K Race  
Brought to you by: *(Insert potentially your company)*10:00 am March 24, 2018 @ Marcus Whitman High School

**Organization Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ State: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Zip: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Person: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Phone Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Website Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sponsorship Level (please circle): Heart of Iron Heart of Gold Heart of Silver   
 Heart of Bronze Product Donation  
 Other Donation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

We plan to send materials/give-aways for the participant bags: Yes No

If yes, what item(s) would you like us to include: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

We plan to send materials/give-aways for raffle prizes: Yes No

If yes, what item(s) would you like us to include: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please write your company name exactly how you would like it to appear on website, signs, etc.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Heart of Iron Sign:**

Memory Sign: In memory of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
 Additional message \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Survivor Sign: Person to be recognized \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
 Additional message \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Artwork and logos should be submitted to [brie.stratton@gmail.com](mailto:brie.stratton@gmail.com) as follows:

* Logos for t-shirts will be printed only in one-color and should be submitted as hi-res JPEG or EPS files.
* Logos for signs should be submitted as hi-res JPEG or EPS files
* Logos for website should be submitted as JPEG or PNG files

Checks can be made payable to Jim Tuck Memorial & mailed to Brie Stratton, Hearts of Iron 5K, 5763 E Hedge Row, Farmington, NY 14425. All sponsorships must be returned by **March 1st 2018.**