



Dear Supporting Sponsor,

The concept is simple. Take the inspiration and lessons associated with a race event and use them to inspire and educate children and provide opportunities for them to attend the YMCA. Athletes subject their bodies, minds, and sometimes even their souls to a transformation when training for these events. Less fortunate children face daily battles that form a life long endurance race of their own.

The Strong Kids Campaign was established to provide exceptional mentoring, learning, and networking opportunities for children and families. By supporting the YMCA Buck Creek run you are providing a nurturing environment. These children are able to resolve issues and live extraordinary lives.

We need the financial support of organizations, such as yours, in order to serve the needs of The Strong Kids Campaign. YMCA Buck Creek Run provides your organization with three key benefits:

- Media exposure through our integrated public relations and marketing campaigns.
- Opportunity to inspire your employees by illustrating how we are in alignment with your core business values.
- Opportunity to make a difference in the lives of children living in your community - which you can then demonstrate to your corporate shareholders.

Your participation will be an invaluable part of keeping the Grandville and surrounding communities active and involved. This race is particularly important since it has a children's race that allows families to stay fit together. Last year we had more than 900 spectators and runners participate in the event and raised over \$10,000 for the Strong Kids Scholarship Fund!

Please remember that all proceeds from this run go to our Strong Kids Campaign Scholarship Program for children, families and seniors who need the valuable services provided by the Visser Family YMCA. All sponsorship dollars are 100% tax deductible.

I look forward to working with you on building our community.

Sincerely,

Wayne J Brown Jr  
Race Director  
[racedirector@buckcreekrun.com](mailto:racedirector@buckcreekrun.com)  
616-822-7968



## Sponsorship Entitlements

**TITLE NAME SPONSOR:**

**\$10,000 per year with three year commitment. Example: The "COMPANY" YMCA BUCK CREEK RUN**

	CO-SPONSOR \$5000.00	GOLD \$2500.00	SILVER \$1250.00	BRONZE \$500.00	TSHIRT \$150.00 Name Listing
<b>PRINT PUBLICATIONS</b>					
- Entry Forms	*	*	*		
- Postcard Mailing	*	*	*	*	
- In Branch Banners (May-July)	*	*	*		
- Banners/Yard Signs at Race	*	*			
- Parade/Float Recognition	*	*			
<b>E-NEWS</b>	*	*	*		
- Sponsor Link on Website	*	*			
<b>TSHIRTS</b>					
- Logo	*	*			
- Name Listing			*	*	*
<b>BRANCH EXPOSURE</b> EG. 40,000 Member Visits in March	*	*	*		
<b>COMPLIMENTARY ENTRIES</b>	7	4	3	2	1

*Note: Sponsorship levels for PRODUCT and OTHER will depend on the retail value of the donation and will fall into the appropriate category as necessary. To guarantee that your logo will make it on the shirts please complete a sponsorship/pledge form by May 15, 2009.*

**SPECIAL ARRANGEMENTS:**

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