

# Sponsorship Packet



July 7th, 2012

Dear Sir / Madam,

On behalf of the Beyond Borders Christ Care group, we invite you to become a sponsor of the Hope for Haiti 5K on July 7th, 2012.

For the past several years this group has been working to raise enough funds to build a medical clinic and food distribution center on the grounds of the House of Hope Orphanage ([www.ahbz.org](http://www.ahbz.org))\*\* in Port au Prince, Haiti. While we have been able to make much progress in that time, the only thing currently stopping further development is funding.

At this point, the land for the clinic has been purchased and construction of the first floor is nearing completion. The ribbon cutting for the clinic is scheduled for end of April / early May. The first floor of the clinic is already open, and construction, barring funding, will begin on the second floor. We have opted for a staged build of the clinic in order to get it open to the public as soon as possible.



**Artists rendering of completed clinic**

By sponsoring this 5K you will be doing good in a great number of ways. First, you will be taking a step into helping countless lives in Port au Prince, Haiti. By supporting construction of a medical clinic, you will be aiding in the treatment and prevention of numerous diseases, as well as providing a source for general medical care for the Children at the Orphanage and School, as well as the families in the surrounding community. Additionally, you will be giving hundreds of people right here in our community a reason to exercise and start developing a healthy lifestyle.

To make your decision of whether or not to sponsor easy, we have included several different levels of sponsorship as well as a sponsor registration form you can fill out if you find this cause to be something you would like your name attached to. If you have any additional questions about the event or specific sponsorship requests, please contact Justin Hawkins at [justin@hopeforhaiti5k.com](mailto:justin@hopeforhaiti5k.com).

Thank you in advance for your consideration.

Sincerely,

The Beyond Borders Christ Care Group

Justin Hawkins  
Hope for Haiti 5K Race Director  
(314) 956-8019



\*\*House of Hope is a registered 501 3.c. Charity

# Levels of Sponsorship

In order to accommodate a number of different levels of giving, we have set up four sponsorship tiers. Please look over them closely when deciding what sponsorship level interests you.

All sponsorships are fully tax deductible. As part of your sponsorship, you will be given a giving statement for tax purposes.

Level	Amount	Details
<b>Platinum</b>	\$1000+	Featured full color logo on web site and Full Color Logo on T-Shirt; Color logo on runners bibs on race day. 10 free race entries and 10 t-shirts. Space for tent or banner on Race Day. Your logo displayed prominently on all of our mailings.
<b>Gold</b>	\$500+	Featured full color logo on web site and featured black and white logo on T-Shirt; Color logo on runners bibs on race day. 4 free race entries and 4 t-shirts. Space for Tent on Race Day.
<b>Silver</b>	\$250+	Full Color logo on web site and Black and White logo on T-Shirt; Non-Colored logo on runners bibs on race day. One Free T-Shirt. Space for Tent on Race Day.
<b>Bronze</b>	\$100+	Non-colored Company Logo on the t-shirt and web site, linked to your site.
<b>Water Station</b>	\$100	We have two water stations available for sponsorship. Your logo or banner will be displayed prominently on the refreshment table, as the <b>COMPANY NAME</b> Refreshment Station.
<b>Mile Sponsorship</b>	\$50	We have three mile markers available for sponsorship. Your sponsorship will include your full color company name / logo on the mile sign.

For all levels, we will be happy to pack coupons and handouts into runner's packets for you. Additionally, the logo you provide to be put on the website may also be linked to a website of your choosing.

For any special sponsorship requests, please contact Justin Hawkins at [justin@hopeforhaiti5k.com](mailto:justin@hopeforhaiti5k.com).

# Benefits of Event Sponsorship

Corporate financial sponsorship of the Hope for Haiti 5K event will provide your company with a benefit from the start of your sponsorship to well past the end of the event on July 7th, 2012.

On the same day that your sponsorship is processed your company will promptly be added to the website. Anyone who goes to [www.hopeforhaiti5k.com](http://www.hopeforhaiti5k.com) will be greeted by your logo and will know immediately that your corporation is one that honestly cares about others.

Last year, the website had over 5,000 unique visitors in St. Charles / St. Louis alone.

On the day of the event, runners will then be given a t shirt that contains your corporation's logo. Again, your company is attached to this event directly and anyone who sees this shirt knows it. Last year, we provided over 450 T-Shirts to runners. Our goal this year is over 500 runners.

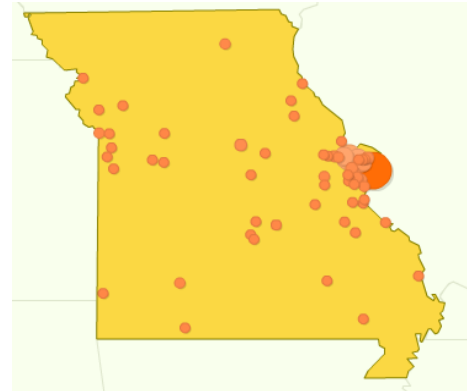
This effect will last as long as anyone wears this shirt. As an avid runner, I still find myself wearing race T-Shirts several years after a race has ended.

If you opt for the Gold or Platinum sponsorship, not only will your logo appear on every runner's race bib; you will also have the ability to set up a tent or banner on race day with your corporations logo and provide your own handouts or corporate advertisements.

In addition to the advantages listed above, all sponsors will also be given the opportunity to submit handouts that will go to all participants on the day of the event when they come to pick up their race packets.

Lastly, your corporation will also be greeted with the additional benefit come tax season next April.

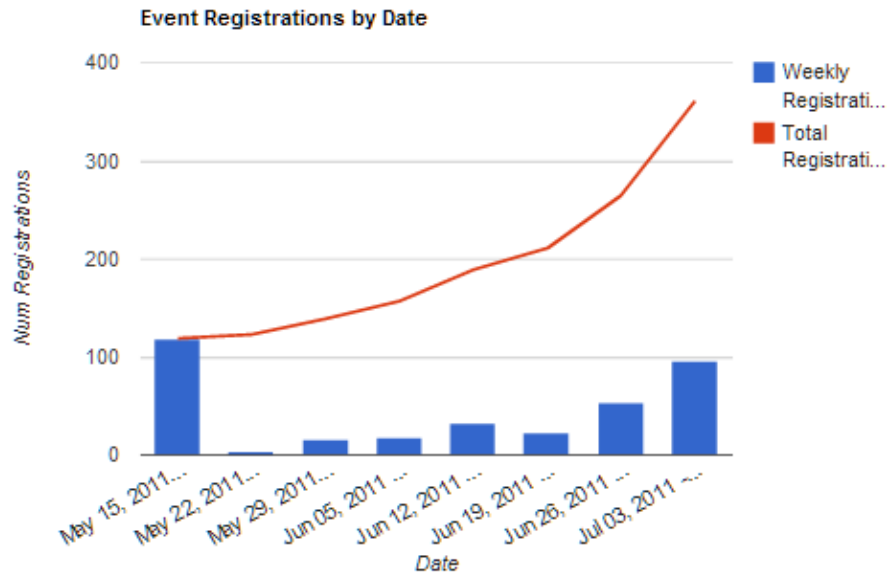
# Website Statistics



<b>Unique Visitors</b> <b>3,058</b> % of Total: 71.28% (4,290)	<b>Pages/Visit</b> <b>2.41</b> Site Avg: 2.35 (2.40%)	<b>Avg. Time on Site</b> <b>00:02:23</b> Site Avg: 00:02:19 (2.91%)
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	City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	St Louis	883	2.37	00:02:12	64.44%	50.85%
2.	St Peters	511	2.74	00:02:57	45.60%	37.77%
3.	St Charles	313	1.78	00:01:11	41.21%	64.54%
4.	o Fallon	292	2.66	00:02:51	63.36%	50.34%
5.	Maryland Heights	201	2.83	00:05:08	54.73%	50.25%
6.	St Ann	157	2.37	00:01:21	58.60%	49.68%
7.	Ballwin	100	2.23	00:01:32	63.00%	57.00%
8.	Fenton	75	2.53	00:01:19	73.33%	45.33%
9.	Columbia	67	2.40	00:02:05	67.16%	47.76%
10.	Florissant	67	2.10	00:01:46	64.18%	56.72%

## 2011 Hope for Haiti 5K Registrations:



# Sponsor Hope for Haiti 5K

If you would like to become a sponsor of the Hope for Haiti 5K, please fill out the form below and return it to Justin Hawkins at:

Hope for Haiti 5K c/o Justin Hawkins  
3052 Brentmoor Dr  
St. Charles, MO 63303

Please make checks Payable to Hope Lutheran Church.

**Company Name:** \_\_\_\_\_

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

Last First Middle Initial

\_\_\_\_\_  
Position / Title

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

Street Address

\_\_\_\_\_  
City State Zip Code

**Phone Number:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Fax Number:** \_\_\_\_\_ **Website:** \_\_\_\_\_

I would like to sponsor the Hope for Haiti 5K at the following level:

- Platinum (\$1,000+)
- Gold (\$500)
- Silver (\$250)
- Bronze (\$100)
- Water Station (\$100)
- Mile Marker (\$50)

Amount of Donation: \_\_\_\_\_

\*\*Your donation is Tax-Deductible. Our tax donation code will be provided on your giving receipt.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_