



Sunday
September 12, 2010
9:00 am
Washington Park • Michigan City, IN

... a challenging 8K Run • 5K Fitness Walk for education

18th Annual Tower Run

The **Tower Run** is a unique and challenging 8K Run or 5K Fitness Walk showcasing the beautiful lakeshore, parks and beach communities of Michigan City.

Goals

- encourage and promote personal wellness;
- promote the environment and eco-friendly activities;
- support education in the Michigan City area.

Proceeds

Proceeds benefit the Tower of Excellence Student Education Support Grants that provide financial assistance for classroom projects designed by teachers and students in the public and private schools in the Michigan City area.

Event Organizer

Tower is a non-profit organization established to promote and support community minded endeavors with a focus on youth. The primary mission of Tower is to create opportunities and manage contributions that are supportive of educational programs and community services. Tower functions as a volunteer organization.

Promotion

The 18th Annual Tower Run continues to be an officially designated race of the Calumet Region Striders Gold Cup Series www.calstrider.org. This is one

of the most prestigious race circuits in Northwest Indiana and includes the annual Chicago Marathon. In addition, the Tower Run maintains an active web presence, has artwork designed by known artist John Lucas, produces posters and participant and volunteer t-shirts.

Financial Sponsorship

Monetary donations are critical to keep costs down and to produce a quality event that our community can be proud of. You, your organization or business can feel good that your donation will support our community, specifically education!

- Check payable to: Tower
- Mail to: P.O. Box 659
Michigan City, IN 46361

In-kind Sponsorship

Product and service donations are another great way to become a valued sponsor. Needs include, but are not limited to:

- Advertising (ad space, airtime, etc.)
- Awards (trophies, medals, plaques, etc.)
- Entertainment
- Food and Beverage (fruit, snacks, water, etc.)
- Promotional items (water bottles, tote bags, t-shirts, etc.)
- Printing
- Raffle Prizes (gift certificates, services, etc.)
- Sound System & Support

Sponsorship Packages

Customizable packages are also available.

| | Elite | Master | Intermediate | Novice | Spectator |
|--|-------------|-------------|--------------|-------------|-------------|
| | \$5,000 | \$1,000+ | \$500+ | \$250+ | up to \$100 |
| Presenting Sponsor <i>(Exclusive)</i> | ✓ | | | | |
| Logo at official start & finish banners <i>(Exclusive)</i> | ✓ | | | | |
| Logo on official race bibs <i>(Exclusive)</i> | ✓ | | | | |
| Verbal acknowledgement at race start & finish | ✓ | ✓ | | | |
| Acknowledgement in race press releases | ✓ | ✓ | | | |
| Exclusive sponsor of a race aid station or mile marker <i>(Optional)</i> | ✓ | ✓ | ✓ | | |
| Race Poster | Logo | Logo | Name | | |
| Promotional materials included in participant goodie bags | ✓ | ✓ | ✓ | | |
| Signage at race <i>(Banners provided by sponsor.)</i> | Banner | Banner | Logo | Name | |
| Acknowledgement on race t-shirt | Logo | Logo | Logo | Name | |
| Complimentary race entries | 20 | 15 | 5 | 3 | |
| Acknowledgement on race promotional postcard <i>(Deadline 7/01/2010)</i> | Logo | Logo | Logo | Name | |
| Acknowledgement on race website | Logo & Link | Logo & Link | Logo & Link | Name & Link | Name |
| Commemorative certificate | ✓ | ✓ | ✓ | ✓ | ✓ |

18th Annual Tower Run - Sponsorship Agreement

Thank you for your support of Michigan City's oldest existing running event. Your commitment will help improve education in our community. Acknowledgements are subject to signed agreement and remittance of half payment of sponsorship by August 1, 2010, unless otherwise noted.

SPONSOR INFO

Sponsor Name: _____
 Web address: _____
 Contact Name: _____
 Contact Phone: _____
 Contact Email: _____

Sponsor Signature: _____
 Tower Signature: _____

SPONSORSHIP INFO

Sponsorship level: _____
 Monetary \$: _____
 In-kind: _____
 Notes: _____

Date: _____
 Date: _____