

Hello!

I am writing to you in hopes that your company will consider being a 2020 Sponsor for the Semper Running Half Marathon on July 11th, 2020.

My name is Carlie Blackman and I am the President and founder of Semper Running. I grew up in Fontana, WI, attended Fontana Elementary School and graduated from Big Foot High School. I found my love for long distance running during my junior year of high school at Big Foot. I then attended Wisconsin Lutheran College where I earned my BA in communications and ran competitively for two years. After my experience on the WLC Cross Country team, I realized my true love for distance running and began competing in Half Marathons. I have continued my passion long distance running for over 13 years and would love to bring the Half Marathon to the Lake Geneva area.

The mission for ***The Semper Running Foundation*** is to help create awareness around the benefits long distance running has to offer, specifically, at the high school level and acknowledging those who participate. All proceeds from any "Semper Running" event will help fund Scholarship opportunities for Walworth County High School Seniors who run on their schools official cross country team or compete in long distance track (800 meters or more). Qualifying students will have the chance to apply to receive a scholarship from the Foundation that will be applied to their accepting school.

Details about the event include; a one way course from Big Foot High School to Seminary Park in Lake Geneva. The majority of the course will be ran on South Lake Shore Drive. Our first race will be July 11, 2020. There will be a half marathon, half marathon 2 person relay, and a 2.2 mile walk. Participants, spectators and volunteers will get to enjoy a post party located at Seminary Park, where your company will have the chance to be included in the Sponsor Expo. For more event information please visit my website www.semperrunning.com.

I cannot start this event alone and that is why I come to your business for help. Please take a look at the attached Sponsorship Packages. These packages offer great public relationship opportunities, on and off the route! This event will host up to 400 people between participants and volunteers plus their spectators.

If you are able to commit now, please email and we can get things moving.

I thank you for your time and please reach out with any questions.

Sincerely,

Carlie Blackman
racedirector@semperrunning.com
Semper Running, LLC
Semper Running Foundation

2020 Semper Running Half Marathon Sponsorship Agreement

Saturday July 11th, 2020

Seminary Park, Lake Geneva, WI. 53147

Company Name: _____
Company Address: _____
Contact Person: _____
Phone and Email: _____

Sponsorship Level: (please see attached for details)

- Mile Marker Sponsor \$500
- Inspirational Sponsor \$250
- ~~Water Station Sponsor \$125 (FULL)~~

Sponsorships include an option to have a vendor table at our Expo.

All participants and spectators will pass through the Expo, we encourage vendors to have demonstrations, giveaways, raffles, drawings, ect ready. Please check all options below that apply:

- Table for early packet pick up - Friday July 10, 2020 - 4-8pm - Harbor Shores (inside)
- Table for race day post party - Saturday July 11, 2020 - 8am-12pm - Seminary Park (outside)
- Yes, we will supply a giveaway item for the goodie bags (see attached for idea list)
(Items are needed by July 1, 2020)

Please send form to:

Semper Running, LLC
N2420 County RD O
Delavan, WI 53115

OR email: racedirector@semperrunning.com

****Write exactly how you want your company name to appear on all materials: (spelling and punctuation) _____**

****Please email sponsor logo: (.jpg form) to racedirector@semperrunning.com ASAP (sooner the better) – maximize your time to get recognition on our FB and website**

****Race Director will follow up to finalize all details with sponsor**

Sponsor Signature: _____ Date: _____

All proceeds go to Semper Running Scholarship Fund: Set up for Walworth County High School Seniors who run Cross Country and Long Distance Track

More information Contact: Carlie Blackman Owner/Race Director racedirector@semperrunning.com

Check out our website and Facebook Page www.semperrunning.com, Semper Running LLC, Tax ID: 83-3167387

“Mile” Sponsors (7 spots left)

\$500 Sponsorship

Logo on T-shirt – (3rd tier)

Logo on mile number on race course

Radio mentions on WLKG 96.1

Table at the vendor expo

Recognition and logo placement on our website

Recognition and logo/ad placement on our social media

Logo recognition on sponsor thank you signs at packet pick up and post party

(**You may supply any give away items with logo for goodie bags)

1 Free Race Entry

“Inspirational” Sponsors (5 spots left)

\$250 Sponsorship

Logo on a sign on the race course with a motivational running quote, saying or joke

(sponsor may pick or race director will pick one)

Table at the vendor expo

Recognition and logo placement on our website

Recognition and logo/ad placement on our social media

Logo recognition on sponsor thank you signs at packet pick up and post party

(**You may supply any give away items with logo for goodie bags)

“Water Station” Sponsor (FULL)

\$125 Sponsorship

~~1 water station will be presented by Sponsor with logo on sign~~

~~Recognition and logo placement on our website~~

~~Recognition and logo/ad placement on our social media~~

~~Logo recognition on sponsor thank you signs at packet pick up and post party~~

~~(**You may supply any give away items with logo for goodie bags)~~

Idea List: Goodie Bags

(100 - 300max items)

(Please attach your business card, a coupon or have logo printed on items)

Lanyards

Safety whistles

Sample aspirin packets

Sample supplement packets: gels, electrolytes, gel blocks, protein powder, etc.

Sample relief packets: bio-freeze, body glide, chap sticks, sunscreen, hand sanitizer, etc.

Any individually wrapped non-perishable food item

Headbands/Bandanas/Handkerchiefs

Bottle openers, Key chains

Pens/Pads of paper

Sunglasses

Water bottles

Sweat towels

Small tote bags

Small cowbells

Remember, these are just ideas, the list is endless!