



## **HENDERSONVILLE HALF MARATHON 2018**

**Thank you for taking the time to consider a sponsorship of the Hendersonville Half Marathon. Our goal for the race is simple; engage our community in an event that benefits the participant's health, while raising the profile of Hendersonville at the same time.**

**This is the third year of our race. In the past two years we have had runners from 28 different cities in the state of Tennessee in addition to Hendersonville. Our reach out of state includes Arkansas, Kentucky, Indiana, Alabama, N. Carolina, Texas, Missouri, Virginia, Kansas, and Illinois.**

**This year we anticipate at least 500 runners. We have expanded our social media presence this year in coordination with our past marketing efforts. We run ads in national publications, as well as the local papers.**

**Please check out our website [www.hendersonvillehalf.com](http://www.hendersonvillehalf.com). We also have a Facebook page we encourage you to take a look.**

**Attached you will find several sponsorship options. Not all of them include the same opportunities for visibility on our website, t-shirt or ads. We are thankful to have a title sponsor for the event in Primrose School of Hendersonville, as well as the support of our Hendersonville Rotary Club behind our efforts.**

**This race has engaged the high school honor societies, business clubs, athletes and volunteers from the community. The Streets of Indian Lake have been above and beyond supportive in our efforts, as well as Fleet Feet, YMCA and local hotels. The Mayor, Hendersonville Police department and EMT support has been top notch. This event, unlike any other brings all people of every age together. It either excites you because of a passion for running or community.**

**The last two years we have given money to build Mary's Magical Place. This year our race committee has chosen Mighty Mitchell's as the recipient of all the racer's registration money. Our sponsorship funds allow us to certify the course, purchase safety vests, run internet and paper advertising and pay the company that registers the racers and sets up our start/finish line.**

**Information on Mighty Mitchells' Foundation is attached. I think you will find it is an honorable and incredible investment.**

**Thank you so much for your consideration!**

**Invoices supplied upon request, as well as our 501c3 Tax Identification number.**



## This year's charity receiving all registration fees:

WASHINGTON, DC – Meet [Mitchell Montalbano](#), a 5-year-old from Hendersonville, Tennessee, who like many of his friends, likes superheroes, sports, and being outdoors. In August 2014, Mitchell was diagnosed with Acute Lymphoblastic Leukemia, the most common type of childhood cancer.



Mitchell's mom, Kristy, remembers the day vividly, saying it all began with a fever. An initial exam from Mitchell's doctor led to him being rushed to Monroe Carrell Jr. Children's Hospital for additional testing. Mitchell's doctors told the family to prepare for more than three years of treatment. "That's 3 ½ years of chemotherapy, steroids, spinal taps, and a list of other medications for side effects he would have to be on," Kristy explained. Mitchell began receiving treatment, which led to side effects – nausea, exhaustion, and loss of hair. But what came next was far tougher for Mitchell.

Given his weakened immune system, it was too dangerous for Mitchell to leave the house. Kristy recalls having to explain to Mitchell why he couldn't go to pre-school, soccer practice, swimming with friends, or out to dinner as a family. Miraculously, Mitchell began a new treatment the next month and has been in remission since September 28, 2014.

Last week, #MightyMitchell flew up to Washington to participate in a [briefing](#) on The Healing Power of the Human-Animal Bond. The event highlighted the unique bond between humans and animals, particularly during times of healing. Needless to say, [Mitchell stole the show](#).

What's next for Mitchell? The sky's the limit. He'll start kindergarten in the fall, and wants to be a scientist when he grows up. The future is bright, for Mighty Mitchell.

# HENDERSONVILLE HALF MARATHON SPONSORSHIP OPPORTUNITIES

## **PRESENTING SPONSORSHIP \$5,000**

**Primrose School of Hendersonville**

### **Platinum sponsorship \$2,500**

Sponsor logo and link on website

Sponsor logo on race t-shirts

Sponsor logo on Thank You Boards

4 entries in the race with t-shirt included

Option to place signage on race course

Company recognized during awards ceremony

### **Gold Sponsorship \$1,000**

2 race entries with t-shirts

Company recognized during award ceremony

Option to place signage on race course

Sponsor on listed on website with link

Sponsor listed on Thank you boards

Sponsor listed on race t-shirt

Sponsor may distribute info/products at race

Option for Expo table during packet pick-up & race a.m.

### **Silver Sponsor \$500**

Sponsor and link listed on race website

Sponsor listed on Thank you boards

Sponsor listed on t-shirts

May distribute products or info at race

Table at Expo during packet pick-up & race a.m.

### **Silver Sponsor \$250**

May distribute product/info at race

Table at Expo during packet pick up & race a.m.