

## STARS, STRIPES & STEPS - MAY 30, 2022 - MEMORIAL DAY

### Dear Friends and Supporters,

We invite you to participate as we prepare for the 8th Annual Stars, Stripes & Steps stair climbing race and Day in the Park, on Monday, May 30, 2022. We deeply appreciate the community's support of Stars, Stripes & Steps, benefiting Hot Springs Boys & Girls Club, and our Day in the Park, benefiting everyone with music, food and fun! As always, on this special day, we honor America's fallen heroes by having the COURAGE to get STRONG!



In 2021, because of our supportive community, we raised \$7,618.38 for the Hot Springs Boys & Girls Clubs (including \$1,000 in matching Modern Woodmen grants).

***Our amazing sponsors again supported race, club and community, with donations starting at \$10.00 up to \$600.00. Thank you all.***

In 2022 and beyond, we expect some interesting route challenges, as highway construction will affect our routes—it should make for some interesting twists and turns around the town.

Your generous sponsorships benefit the Boys & Girls Club of Hot Springs. You probably know that the club conducts after-school and summer programming for kids ranging from kindergarten through high school. The club has faced immense challenges over the past two years, with temporary closings and staffing issues. Your sponsorship helps ensure that these kids receive the support they need to have great futures as members of our community.

### The Race offers four routes:

Sock Hop: 2 Miles, 269 steps, 2 staircases.

Crazy Crew: 5K, 657 steps, 5 staircases.

Knee High Hilly Half: Half marathon, 744 steps, 6 staircases, 3 **big** hills.

*(The half-marathon is a tough route, destined to be a 'bucket list' climb and not for the faint of heart!)*

**Day in the Park:** To make the day complete, we bring live music, kid zone(s) and food to the park for an old-fashioned, small town Day in the Park. We just confirmed that Tanner Johns' Blue Street Band will be back again this year. Last year we added the Mammoth Site Science Zone to the Kid Zone, and we expect to see that fun and educational activity back again this year (complete with mini-golf course, of course). We would love to hear your ideas for more activities to make the afternoon fun, entertaining and meaningful. Give us a call.

**Will you help us help the club?** We have sponsorship opportunities for every budget, as described on the next page. We need your help to make this happen! I will give you a call, or you may contact me at your convenience to talk about sponsorship opportunities.

Sincerely,

Dusty Pence,  
Race Director, Stars, Stripes & Steps,  
P.O. Box 876, Hot Springs, SD 57747  
President, Challenge Dakota  
info@challengedakota.com, 605-890-1515  
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SEE ENCLOSED  
SPONSOR OPPORTUNITIES LIST  
STARTING AT \$10.00!

**PLEASE MAKE CHECKS PAYABLE TO CHALLENGE DAKOTA.** Challenge Dakota is a 501(c)(3) corporation.



# BENEFITING:



BOYS & GIRLS CLUB  
OF HOT SPRINGS

GREAT FUTURES START **HERE.**

605.890.1515 • info@ChallengeDakota.com

# SPONSORSHIP OPPORTUNITIES AVAILABLE **NOW!**



STARS, STRIPES & STEPS • 8TH ANNUAL  
& COMMUNITY DAY IN THE PARK

MONDAY, MAY 30, 2022—MEMORIAL DAY!

**ALL Sponsors, at ANY level, are mentioned in PROGRAM\*,  
on FACEBOOK and in HS Theatre promotions\*.**

## PROGRAM LISTING:

**18** *All sponsors are listed in the program, based on total cash or in-kind gifts. Volunteer teams are listed as Moving Stars.*

 **Rock Stars** \$500 +

 **Super Stars** \$200-\$499

 **Shining Stars** \$100-\$199

 **Bright Stars** \$25-\$99

 **Moving Stars** volunteer teams

## LOTS OF GREAT OPPORTUNITIES!

**SPONSOR THE BAND, \$300 - ~~5~~ available:** Your logo on two large shared banners, one in front of band and one prominent at park entrance; on promo materials; registration site; frequent mention on social media. Tanner Johns's and Blue Street Band are back again this year!

**SPONSOR KIDS ZONE, \$300 - ~~2~~ available:** Your name and/or logo: on large banner in park designating Kids Zone; on promo materials (posters, programs, ads); registration site; frequent mention on social media.

**TEE SHIRTS:** Our high quality, crew-neck, tri-blend shirts hold up to a workout, look great and don't end up in the rag bag! Kids and unisex sizes. (Kid sizes in a cotton/poly blend) At the request of one of our 'kid' climbers, we are going with a handsome military green this year.



**SHIRT BACK, \$125 or \$200 supersized; 16-20 available based on size:** Your logo on back of tee, standard or supersized. **~~YOUR LOGO ON SHIRT SLEEVE, \$250, 2 available.~~** A standout for your business.

**SPONSOR REGISTRATION, ~~\$300.00; 1 available:~~** Large REGISTRATION banner (approx 8 feet) announcing registration, hanging front of registration tent, with your logo featured *prominently*; logo on hard copy registration/waivers.

**SPONSOR FINISH LINE/TIMEKEEPING, ~~\$300.00; 1~~**

**available:** Large banner (approx 8 feet) announcing finish tent, front of tent, logo featured prominently.

**BANNER (approx 8 feet) ON A CANOPY, PARK PAVILION or ELSEWHERE IN PARK, \$300; ~~10~~ available:** Displayed on the side of a canopy, on a park pavillion, or elsewhere in park. (You may request specific location.)

**SPONSOR THE BIBS, ~~\$150; 1 available:~~** Your logo featured on the race bibs.

**SHOOTING STARS, \$10.00 & up, unlimited availability:**

Your cash donation supports race and helps reach any matching grants! Listing in program and on Facebook. Any amount starting at \$10.00.

**SPONSOR RACE DAY PROGRAM, ~~\$100, 1 Available:~~**

Your business name featured PROMINENTLY on the program, which is given to participants and available on site to volunteers, friends & family of climbers.

**SWAG BAGS (Stuff We All Get), \$200**

Usually 130 or more white paper bags; each runner receives bag with goodies from local merchants. YOUR logo and/or message printed on one side, the other side usually decorated by the B&G Club kids.

**ITEMS IN SWAG BAGS, unlimited availability:** These bags thank and welcome participants to the community. Consider meaningful coupons, gifts—key chains, magnets, bookmarks, toys, candy, snacks—use your imagination. Includes program listing. *Need 130 each item (or mix of items totaling 130; extras appreciated; race director must approve items.)*

**WATER/SNACKS:** Water for aid stations, post-run snacks. Donors recognized in program and welcome to apply promotional label on water bottles and/or place signs at stations. Sponsor 1 or more station(s).

**VOLUNTEER TEAMS:** Three or more volunteers make a team: recognize your family, a business, honor or memorialize a loved one by taking on a particular volunteer task. Mention in program and HS Theatre promos; place your own signs at volunteer site &/or in park.

**CUSTOM:** Do you have your own sponsorship idea? Give us a call and let's get creative.

\* If donation received before we publish.

~~XXXXXXXXXX~~ Indicates item is sold out for 2022.