

**June, 2020**

**Dear Friends and Supporters,**

We invite you to participate as we prepare for the 6th Annual Stars, Stripes & Steps stair climbing race and Day in the Park. This event, usually held on Memorial Day, was reset this year only to September 19, 2020. We are deeply appreciative of the community's support of Stars, Stripes & Steps—Hot Springs first stair-climbing race—benefiting Hot Springs Boys & Girls Club—and our Day in the Park, which benefits everyone with an afternoon of fun! And, as always, this very special day will still: HONOR America's fallen heroes by having the COURAGE to get STRONG!



Last year our fundraising goal was to top \$5,000. We did it, thanks to this wonderful community, raising \$5,222.00 for the Hot Springs Boys & Girls Club. That included a generous \$1,000 matching grant from Modern Woodmen.

This year two Modern Woodmen chapters have stepped up with matching grants totaling \$4,500! Due to Covid 19, we are deeply concerned that we may have trouble meeting these incredibly generous grant opportunities. That's why we are reaching out to you to ask for your help. We know that your business may be suffering the effects of the virus, so we are incredibly grateful to any business or organization that supports us in any way. We have created a list of Sponsorship Opportunities that we believe truly offers something for every budget. (as little as \$10 for individuals, \$25 for business.) Please take a look and see if there is a sponsorship opportunity that works for you!

The Boys & Girls Club of Hot Springs conducts after school and summer programming for kids ranging from Kindergarten through high school. In 2019, the Hot Springs Club served 210 youth in our community with programming designed to help youth become responsible, caring, productive citizens. The club also provides academic support and programming, and served over 12,400 snacks and hot meals to youth last year. Your sponsorship helps ensure that Hot Springs 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. *Great for beginners!*

Crazy Crew: 5K, 657 steps, 5 staircases. *Our most popular route!*

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

*A very tough route, destined to be a 'bucket list' climb and not for the faint of heart!*

And this year, for the first time, the Flip-Flop Romp: A \$10.00 'fun-run', virtual or on site, 1-2 miles with zero stairs and wheelchair/stroller friendly.

**Day in the Park:** To make the day complete, we bring music, kid zone(s) and food to the park for an old-fashioned, small town Day in the Park. We would love to hear your ideas for more activities to make the afternoon fun, entertaining and meaningful. This year we expect to add cotton candy to the mix! Give us a call if you have ideas.

**Will you help us help the club?** We have sponsorship opportunities for every budget, as described on the next page. We have added a few new opportunities this year! 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  
President, Challenge Dakota  
www.StarsStripesSteps.com

P.O. Box 876, Hot Springs, SD 57747  
info@challengedakota.com, 605-890-1515  
www.ChallengeDakota.com

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

**Honoring America's fallen heroes by having the courage to get strong—in body, mind and spirit!**



# BENEFITING:



BOYS & GIRLS CLUB  
OF HOT SPRINGS

GREAT FUTURES START **HERE.**

605-890-1515 • INFO@CHALLENGEDAKOTA.COM

## SPONSORSHIP OPPORTUNITIES



AVAILABLE **NOW!**



STARS, STRIPES & STEPS • 2020  
& COMMUNITY DAY IN THE PARK

RESET TO SEPTEMBER 19, 2020 (THIS YEAR ONLY)

~~INDICATES ITEM IS  
SOLD OUT FOR 2020~~

### PROGRAM LISTING:

*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 sponsors needed) Your name and/or logo: on two large banners-on pavilion or tent where band performs and prominently at park entrance; on promo materials; registration site; frequent mention on social media. This year's band is Blue Street, out of Rapid City (you may recognize their band leader, Tanner Johns).~~

#### ~~SPONSOR KIDS ZONE! \$250~~

~~(2 sponsors needed) 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. This year's shirt is vintage royal blue.



**SHIRT BACK: \$125; 18 available** Your logo on back of tee. (Or \$200 super-sizes logo/be a Super Star!)

Several Shirt Back Logos Available  
in standard or super size!

**\$250 Your logo on sleeve;  
2 available.**

A real 'standout' for your business.

#### **SPONSOR A STAIRCASE: \$125.00 top or bottom or \$200 for two locations. (\$50 top or bottom for Grandstone staircase only\*) 12 available**

Available

Choose: Castle Crunch, Chapel Charge, Goddard Grind, Museum Mash, Battle Mountain Grand or Grandstone Windmill Wobble. We will post a sign with your name/logo/tagline. Contact us if you want to get creative with other signs. (\*Grandstone is a private staircase; only 1/2 marathoners climb, limited audience). *Ask to see a sample!*

~~**NEW-SPONSOR A BIB: \$150** Your logo featured on the main race bibs or on the colorful Flip-Flop Romp race bib given to our brand new "zero-step" fun runners! (Sold)~~



#### **NEW-SHOOT FOR THE STARS:**

Available

This new level is simply a cash donation to support the race and help us reach our matching grants: two pledges from Modern Woodmen, for up to \$4,500! All donations \$10.00 and up earn a special listing by amount in the program.

**SWAG BAGS:** (Stuff We All Get) These bags thank and welcome participants to the community. Consider meaningful coupons, small gifts—key chains, magnets, bookmarks, toys, candy, healthy snacks, flyers—etc. You will be listed as a "Bright Star" in the program. *Need 130 each item (or mix totaling 130; extras appreciated; race director must approve items.)*

Available

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

Available

HONORING AMERICA'S FALLEN HEROES BY HAVING THE  
COURAGE TO GET STRONG -IN BODY, MIND AND SPIRIT!