



Our Mission

The Potato Leadership, Education, and Advancement Foundation (Potato LEAF) is the long-term funding source to support leadership development, educational programs, and other efforts to advance the potato industry in the United States.

Our Focus

Potato LEAF is a 501(C)3 public charitable organization created to provide funding and opportunities for individuals within the U.S. potato industry to sharpen their leadership skills. Current programs include the Leadership Institute, Leadership in the Field, and the annual Graduate-Level Academic Scholarship.

The Race

The **Potato LEAF 5k Fun Run** is a social running event set for Friday, January 10, 2024. Its purpose is to support Potato LEAF while promoting the health benefits of potatoes connected with performance. All proceeds will benefit the foundation's annual campaign.

Registration cost:

- Adults, \$65 through Nov. 1; \$80 from Nov. 2-Dec. 20
- Children, \$40 through Nov. 1; \$50 from Nov. 2-Dec. 20

Sponsorship Opportunities

We are seeking sponsors at the following levels for the Potato LEAF 5k Fun Run.

Presenting Sponsorship:

\$5,000+

- Large prominent logo and company name prominently on t-shirt*.
- Prominent recognition on promotional materials including e-blast, banners, posters and race website.
- Link to sponsor's website.
- Inclusion of in-kind products in registration packets**.

Headlining Sponsorship:

\$2,500-4,999

- Large logo and company name featured on t-shirt*.
- Major recognition on promotional materials including e-blast, banners, posters and race website.
- Link to sponsor's website.
- Inclusion of in-kind products in registration packets**.

Sprinting Sponsorship:

\$1,000-2,499

- Logo and company name featured on t-shirt*.
- Recognition on promotional materials including e-blast, banners, posters and race website.
- Link to sponsor's website.
- Inclusion of in-kind products in registration packets**.

Jogging Sponsorship:

\$ 500-999

- Company name on t-shirt.
- Recognition on promotional materials including e-blast, banners, posters and race website.
- Link to sponsor's website.
- Inclusion of in-kind products in registration packets**.

Walking Sponsorship:

\$ 50-499

- Recognition on race website.
- Link to sponsor's website.
- Inclusion of in-kind products in registration packets**.

* Upload a company logo (.jpg, .tif, or .png format) by Dec. 6, 2024.

** 225 items need to be shipped and received by Dec. 20, 2024.

Race Committee Members: Ragen Darrington (ID), Austin Lenssen (WA), Andrew Price (CO), Eric Schroder (WI), Kelly Turner (MI), Laurie Widdowson (NE).



Potato LEAF
 50 F St NW #900
 Washington, D.C. 20001
 info@pleaf.org

2025 5k Run Sponsorship Agreement

Please include a copy of this form with your check or email a copy to info@pleaf.org if you pay by credit card.

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Contact Name: _____

Phone: _____

Email: _____


Company Website: _____

Sponsorship Levels

- Presenting*: \$ 5,000+
- Headlining*: \$ 2,500-4,999
- Sprinting*: \$ 1,000-2,499
- Jogging: \$ 500-999
- Walking: \$ 50-499

*Please upload a company logo (.jpg, .tif, .png). The logo must be uploaded by Dec. 6, 2024 to be included on the t-shirt to <https://forms.gle/oVTNWXW5xgS3RxCi6>.

For Credit Card Payment:
https://pay.pleaf.org/5k_sponsorship



Scan to Pay

Make Checks Payable to
Potato LEAF and mail to:

Potato LEAF
50 F St NW Suite 900
Washington, DC 20001

In-kind Donations

- We will be providing in-kind donated items to be included in the participant’s registration packet. Donors will need to provide 225 items.

Value (total for 225 items): _____

Description: _____

Donated in-kind items (225 items) to be included in the registration packets need to be shipped to **Caitlin Roberts, Potatoes USA, 3675 Wynkoop St, Denver, CO 80216** and received by **Dec. 20**. Please provide tracking information to caitlinr@potatoesusa.com.

Sponsor Signature: _____

Printed Name: _____

Title: _____

Date: _____

To claim a donation as a deduction on your U.S. taxes, please retain a copy of this form for your tax purposes. Potato LEAF is a 501(c)3 tax-exempt organization (EIN 84-3933797) and your donation is tax-deductible within the guidelines of U.S. law. To claim a donation as a deduction on your U.S. taxes, please keep your donation receipt as your official record.

Race Committee Members: Ragen Darrington (ID), Austin Lenssen (WA), Andrew Price (CO), Eric Schroder (WI), Kelly Turner (MI), Laurie Widdowson (NE).