

March 15, 2017

Dear Sir or Madam:

Veterans and our community are hoping to make this the best year yet! Can we count on you? Amberly Master Property Owners Association (“Amberly”) is hosting its annual Amberly 5K on Saturday, September 16, 2017. We are proud to again benefit Operation: Coming Home (OCH) with proceeds from this charity event. This community event has grown and improved each year since 2011; we were able to donate over \$5,000 last year, and it’s all thanks to generous sponsors like you!

Features of the event include: a competitive 5K race, a recreational 5K run/walk, and a 1-mile kids’ fun run with medals. Previous years have included activities for children, and the honorable presence of veterans and OCH representatives. The course includes a beautiful landscape of Amberly’s amenities, Lake Amberly, and the neighborhood.

Operation: Coming Home (operationcominghome.com) is a local charity that was formed in 2007 and builds homes for local military service members who have been severely wounded in combat so they too can live the American Dream of home ownership. We are confident that with your support, we will reach a record high of participants – more than 200 participated last year, plus those who just came to cheer them on!

Please consider sponsoring this rewarding event. **New this year: your logo can be included in the event’s promotional material sent to residents! - AND – Join the fun by participating in the 5K event!** Please find additional information enclosed regarding sponsorship. We are thrilled to have new sponsors join returning sponsors each year, and value your loyalty and partnership.

If you have questions about sponsorship or the event, please don’t hesitate to contact me. We’d love to see you!

Sincerely,

Kara Petrisko
Lifestyle Director
(919) 461-2352
Kara.Amberly@gmail.com

Enclosures



2017 Amberly Race for Our Heroes 5K Event Sponsorship Levels

	TIER 4	TIER 3	TIER 2	TIER 1
Sponsor Benefits	PLATINUM Sponsorship offers the highest level of promotional exposure.	GOLD Sponsorship offers an outstanding mid-level value with moderate exposure.	SILVER Sponsorship offers excellent, reduced exposure.	BRONZE Sponsorship offers Event Day exposure.
Honorable Mention Honorable Mention at the conclusion of the race	✓	✓	✓	✓
Event Day Poster Features your company logo on the Event Day banner	✓ *	✓	✓	✓
Event T-Shirts Features your company logo on collectible event T-shirts for participants & volunteers	✓ *	✓	✓	
Website Features your company logo on the dedicated webpage for event registration & info	✓ *	✓		
Event Registrants Include event registrations and join the fun!	✓	✓		
Promotional Flyers Features your company logo on the flyers and e-blasts that are sent to residents	✓			

*Platinum sponsors (Tier 4) will have their logo displayed more prominently.



2017 Amberly Race for Our Heroes 5K

Tier 4*: Platinum Sponsorship includes:

1. Recognition on all media promotion
2. Prominent sponsor name/ logo in print advertisement
3. Prominent sponsor name/ logo on event T-shirt
4. Prominent sponsor logo on Race Day poster
5. Prominent sponsor logo on dedicated Amberly 5K website
6. Prominent sponsor logo on flyers and emails promoting the event to residents
7. Four (4) event day collectible T-shirts
8. Two (2) event registrations – send employees or anyone you choose!

Sponsorship Pledge: \$1,000.00 and above

Tier 3*: Gold Sponsorship includes:

1. Sponsor name/ logo in print advertisement
2. Sponsor name/ logo on event T-shirt
3. Sponsor logo on Race Day poster
4. Sponsor logo on dedicated Amberly 5K website
5. Three event day collectible T-shirts
6. One event registration – send an employee or anyone you choose!

Sponsorship Pledge: \$500.00 – 999.99

Tier 2: Silver Sponsorship includes:

1. Sponsor name/ logo on event T-shirt
2. Sponsor logo on Race Day poster
3. Two event day collectible T-shirts

Sponsorship Pledge: \$250.00 – 499.99

Tier 1: Bronze Sponsorship includes:

1. Sponsor name/ logo on Race Day poster

Sponsorship Pledge: \$100.00-249.99 or Donated Goods or Services

*Please complete and return the **Race Sponsorship Letter of Agreement**.
All sponsors receive an honorable mention. *Limited availability for Tier 4 and Tier 3. We
will contact these tiers for event registrant information at a later date.
Thank you for your support!*



2017 Amberly Race for Our Heroes 5K Sponsorship Letter of Agreement

_____ agrees to provide financial sponsorship for the Annual Amberly 5K on Saturday, September 16, 2017. As a sponsor, I understand that I will receive applicable sponsorship opportunities described in this packet and that the promotional advertising applies only to materials for this event. I further understand that these opportunities will not be valid until this agreement is signed and my check has been issued to and accepted by Amberly Master Property Owners Association ("Amberly", "Amberly Master"). As a sponsor, I agree to provide digital art work for all promotional advertising and certify that I am authorized to do so on behalf of the company.

Please select a sponsorship level:

_____ Platinum:	\$1,000.00 and up	_____ Silver:	\$250.00 - \$499.99
_____ Gold:	\$500.00 - \$999.99	_____ Bronze:	\$100.00 - \$249.99

Sponsor Name: _____
(written as it such be printed on event media)

Mailing Address: _____

City: _____ State: _____ Zip: _____

Name of Representative: _____

Email: _____

Phone Number: _____ Fax Number: _____

Authorized Signature: _____

Please send this completed agreement with check made payable to:

Amberly Master POA
c/o PPM, Inc.
11010 Raven Ridge Road
Raleigh, NC 27614

_____ Attached check made payable to Amberly Master POA

