

March 12, 2018,

Dear Sir or Madam:

**We're hoping to make this the best year yet! Can we count on you to partner with our local community to support a noble cause?** Amberly Master Property Owners Association (“Amberly”) is comprised of some **3,000 homes** and is hosting its annual Amberly 5K on **Saturday, September 15, 2018**. This year, we are proud to benefit the Food Bank of Central & Eastern North Carolina with proceeds from this charity event. This community event has grown and improved each year since 2011; we were able to make a charitable donation over \$6,000 last year, and it’s all thanks to our generous sponsors! Please consider being a sponsor, and either participate or come to cheer them on and enjoy the activities.

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

Why the Food Bank? We want to continue to help those in need. The Food Bank of Central & Eastern North Carolina is a nonprofit organization that has provided food for the hungry across 34 counties for over 35 years. “Sadly, food insecurity remains a serious problem in central and eastern North Carolina. In the counties we serve, nearly 630,000 people struggle to access nutritious and adequate amounts of food necessary for an active and healthy life. 1 in 3 of the people served by the Food Bank’s network are children, and another 8 percent are elderly.”- *Food Bank of Central & Eastern North Carolina*

Please consider sponsoring this rewarding 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 talk to you!

Sincerely,

Kara Petrisko  
Lifestyle Director  
(919) 461-2352  
[kpetrisko@ewclubs.com](mailto:kpetrisko@ewclubs.com)

Enclosures



# 2018 Amberly Charity 5K Event Sponsorship Levels

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

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



# 2018 Amberly Charity 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 banner
5. Prominent sponsor logo on dedicated Amberly 5K website
6. Prominent sponsor logo on flyers 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 banner
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 banner
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 banner

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

Please complete and return the **Race Sponsorship Letter of Agreement**.

*\*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!*



# 2018 Amberly Charity 5K Sponsorship Letter of Agreement

\_\_\_\_\_ agrees to provide financial sponsorship for the Annual Amberly 5K on Saturday, September 15, 2018. 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 OR  
Donated Goods or Services

Sponsor Name: \_\_\_\_\_  
*(written as it should 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



