



Sponsors Needed for the Springfield 15K / 5K Race

Springfield is a terrific place, and its best days are ahead! Adding to our history, beautiful neighborhoods, and vibrant commercial districts are many recent improvements. The Metro station anchors our regional presence. The I-95/495 highway interchange is complete. Plans for the Springfield Town Center are in place. The working population of Ft. Belvoir and other nearby federal facilities is expanding tremendously. And the continued revitalization of Springfield has been made a county priority. Springfield's future starts now!

Every great community needs special events that draw residents together, entice visitors to visit, promote local businesses, and feature area attractions. For Springfield, our special event is Springfield Days, an annual early-summer celebration held the weekend after Memorial Day. Springfield Days currently has many things to offer: games, rides, an art show, a cardboard boat regatta, a pet parade and others – held across several notable venues. But there is more to be done to make Springfield Days all that it can be, not only for Springfield, but for the entire southern Fairfax County region.

Metro Run & Walk, a local independent active-lifestyle retailer, is helping to take Springfield Days to the next level by establishing a signature footrace to be held each year on Sunday morning of Springfield Days weekend. We anticipate more than 500 participants this inaugural year, with a goal of 1000-2000 in the next few years. All proceeds from the event will be distributed to local charities offering recreation and fitness programs for youth in need due to disability or low income.

This year's date, June 6th, is extra special because it is the 66th anniversary of D-Day. We intend to mark this anniversary by honoring our World War II veterans, thanking all other service personnel, and reaching out to our wounded veterans to participate in our race.

This year's course shows off our local treasure, Lake Accotink. The 5K takes in one side of the park, with a venture into the Crestwood neighborhood. As the 5K participants finish at the marina, the 15Kers peel off to sample the other side of the park via the lake trail before returning to finish at the marina, too.

Calling All Sponsors - we need your help! Your financial support will assure the continuation of an annual high quality event, and allow substantial proceeds to be invested back into local nonprofits. We will ensure great visibility for your sponsorship investment and we will be responsive to your specific needs. Please refer to our Sponsor Options sheet for more information. Thank you!

Mark Russell, Race Director
Springfield 15K / 5K
MetroRunWalk.Mark@gmail.com / 703-913-0313



Springfield 15K / 5K Race Sponsorships

Presenting		\$25,000
Platinum		\$10,000
Gold		\$ 5,000
Silver		\$ 2,500
Bronze		\$ 1,000
Partner		\$200-\$500
Community		Other

(in-kind support to be counted)

Benefits Menu	Pres	Plat	Gold	Silv	Bron	Part	Com
Universal Recognition as Presenting Sponsor	X						
Starting Line Remarks and Race Starter	X						
VIP Presentation at Awards Ceremony	X						
Recognition Passage in Press Releases/Articles	X	X					
Year-long recognition at MR&W store/website	X	X					
Apprec. Plaque, presented at place of business	X	X					
Special Apparel for Leadership (TBD)	X	X					
Private Closed Door Sale at MR&W (5 headct)	X	X	X				
Logo Display on Race Banners at Start/Finish	X	X	X				
9 Free Passes to Good Form Running Clinic I	X	X	X				
Verbal Recognition at Start and Awards	X	X	X	X			
Logo Display on Race Shirt	X	X	X	X			
Logo Display on Race Web Site / Entry Form	X	X	X	X			
Name Recognition in Press Releases/Articles	X	X	X	X	X		
Name Display on Race Banners at Start/Finish	X	X	X	X	X		
3 Free Passes to Good Form Running Clinic I	X	X	X	X	X		
Name Display on Race Shirt	X	X	X	X	X	X	
Access to Runner Race Bag for Mkt. Materials	X	X	X	X	X	X	
Recognition on Selected Signage	X	X	X	X	X	X	
Goodwill from a grateful community!	X	X	X	X	X	X	X

POC Name: _____ Sponsor Level / Amt: _____/_____

Business Name: _____ Name to be Listed: _____

Address: _____ City/St/Zip: _____

Email address: _____ Contact Phone: _____

Comments: _____

Checks to: Springfield 15K / 5K Visa/MC/Disc # _____

Exp Dt ____/____/____ CVV code: _____ Billing address zipcode: _____

USMail: Springfield 15K / 5K, c/o Metro Run & Walk,
7261 Commerce St, Springfield, VA 22150