



We Need YOU to Sponsor 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.

The Kingstowne Striders, southern Fairfax County's running/walking club, Metro Run & Walk, a Springfield retailer, and the Springfield Days town festival have partnered to take Springfield Days and our active communities to the next level by establishing a signature footrace. With our inaugural event's success in 2010 with 500 registrations and \$8K+ in funds raised, our 2011 goal is for 800-1000 participants and \$15-20K raised. All proceeds from the event are distributed to local charities offering recreation and fitness programs for youth who are underserved due to disability or low income.

This year's courses show off the best of Springfield. All participants start and finish at Lee High School. The 5K is a 'main street' course down and back Commerce Street in the heart of the commercial district. The 15K starts on Commerce Street, then drops into the park system for miles of trails, lake views, and wooded roads. Popping out of the park, runners transverse the Crestwood neighborhood before returning to the business district and then to the track finish at Lee High School.

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 is 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