



PTA DEER DASH SPONSOR COMMITMENT FORM

Race Date: May 19, 2018 • Federal EIN: 52-2030881

All payments must be received by April 1, 2018.

Questions? Contact Lauren Haddaway, Sponsorship Chair, at fundraising@DCESPTA.org or 757-513-8947.

Please print legibly and complete all applicable items.

Contact Person: _____

Title or Position: _____

Address: _____

Phone: _____ Email: _____

Name (Company, Individual or Family) as it should appear on all promotional materials:

I would love to sponsor the Deer Dash at the following level:

- Platinum (\$1000)
- Gold (\$750)
- Silver (\$500)
- Bronze (\$250)
- Community Partner (\$150)

Do you plan to use your complimentary race registration(s)?

- Yes. (We will forward a race registration form after payment is received.)
- No, but I would still like my complimentary race T-shirt.
- No, and I am not interested in the T-shirt.
- I'd like to schedule a meeting to discuss engagement opportunities and swag bags.

Please return this form along with any applicable donations (checks made payable to DCES PTA) to: Deer Crossing Elementary School, ATTN: Deer Dash 5K Sponsorship, 10601 Finn Dr, New Market, MD 21774.

DEER CROSSING ELEMENTARY SCHOOL is celebrating the 11th Annual DEER DASH 5k and 1-mile fun run

SATURDAY - 05.19.2018

Each year, the PTA's goal is to host a fun-filled, family-friendly event inspiring participants to embrace a healthier lifestyle and raise money for the students at Deer Crossing Elementary School. This is the most highly-anticipated PTA-sponsored event of the year. All of the funds raised by the DCES PTA go back to the school through programs such as:

-  **Teacher Grants** - to update and upgrade learning tools in the classrooms: CD players, sensory chairs, art supplies, magazine subscriptions, on-line learning tools, etc...
-  **Family Assistance** - to help with daily needs (eyeglasses, clothing, groceries, etc.) and with social skill improvement and peer involvement activities
-  **Community Involvement** - to build and foster relationships for families and surrounding community through multiple family fun events
-  **Student Enrichment** - to provide assemblies focused on character development, STEM, and a growth mindset
-  **Staff Appreciation** - to recognize and support all the extraordinary efforts of our wonderful, hard-working teachers and support staff

The Deer Dash serves as the culmination of the 8-week PTA-sponsored Running Club. The club is a free program that is open to all students and run by parent volunteers. By participating in the running club, students increase physical fitness, build social relationships, and boost self-esteem. Our remarkable success each year would not be possible without the incredible support of our fantastic sponsors. Please join us in our mission to make the 2018 event our best ever!



For Official Use Only	Date Received:	Check #:	Amount:
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SPONSOR PACKET

Sponsoring the Deer Dash benefits Deer Crossing Elementary School by providing an opportunity for the PTA to provide needed resources to students. Your sponsorship is not just an act of charity; its a good way to increase brand awareness, help generate consumer preference, engage with customers, and foster brand loyalty.



PLATINUM - \$1,000

PROMOTIONAL OPPORTUNITIES

1. Inclusion on DCESPTA.org (logo)
2. Marketing materials - flyers and emails (logo)
3. Social media post highlighting partnership with link to website
4. Race shirt (logo)
5. May provide swag in race bags

6. Logo on race bib (Platinum Sponsor Exclusivity)
7. Finish sign (Sponsor provided)

ENGAGEMENT OPPORTUNITIES

1. K stops (K stop 5)
2. Post race carnival (Booth)

FITNESS FUN OPPORTUNITIES

1. Four Race Registration
2. Four Race Shirts

Exclusivity (limit 1)



GOLD - \$750

PROMOTIONAL OPPORTUNITIES

1. Inclusion on DCESPTA.org (logo)
2. Marketing materials - flyers and emails (logo)
3. Social media post highlighting partnership with link to website
4. Race shirt (logo)
5. May provide swag in race bags

ENGAGEMENT OPPORTUNITIES

1. K stops (K stops 1-4)
2. Post race carnival (Booth)

FITNESS FUN OPPORTUNITIES

1. Three Race Registration
2. Three Race Shirts

Exclusivity (limit 4)



SILVER - \$500

PROMOTIONAL OPPORTUNITIES

1. Inclusion on DCESPTA.org (Name)
2. Marketing materials - flyers and emails (Name)
3. Social media post highlighting partnership with link to website

4. Race shirt (Name)

ENGAGEMENT OPPORTUNITIES

1. Post race carnival (Booth)

FITNESS FUN OPPORTUNITIES

1. Two Race Registration
2. Two Race Shirts

3. Race shirt (Name)

BRONZE - \$250

PROMOTIONAL OPPORTUNITIES

1. Inclusion on DCESPTA.org (logo) (Name)
2. Marketing materials - flyers and emails (Name)

FITNESS FUN OPPORTUNITIES

1. One Race Registration
2. One Race Shirts

COMMUNITY PARTNER - \$150

PROMOTIONAL OPPORTUNITIES

1. Race shirt (Name)

FITNESS FUN OPPORTUNITIES

1. One Race Shirt

SPONSOR DEFINED



Platinum



Gold



Silver



Bronze



Partner



Platinum Sponsors: The platinum sponsor will enjoy exclusivity! Enjoying **all the benefits of a Gold Sponsor**, the platinum sponsor's logo will also be the (only) sponsor logo on the race bibs. The platinum sponsor will also be provided signage opportunities at the finish line, as well as given the fifth Kilometer 'K Stop.' Platinum sponsors enjoy four complementary race registrations and t-shirts.



Gold Sponsors: At \$750, the Gold Level Sponsors will be limited to just 4 businesses, to ensure maximum visibility and engagement. Gold level sponsors' logo will be placed on all marketing materials including the official race shirt, DCESPTA.org, fliers and emails (when possible - not available with FOF), as well as receive one Social Media thank you post, with a link to the website. These Gold Level sponsors may also provide swag/marketing materials to be included in the race packets and are invited to engage with race participants throughout the Deer Dash. Each Gold Level Sponsor will be given a 'K Stop' - marking the kilometer within the race. With approval from the race coordinators Gold Level Sponsors can create a memorable moment along the race, playing music, blowing bubbles, providing an 'off course challenge' or handing out water. This is an opportunity to be as fun and creative as you wish and engage with families in a distinct and memorable way. Let us know what you have in mind, and we'll work together to work it into the race! Gold Sponsors are also invited to participate with a booth at the post-race carnival (Booth themes should be fun and provide a child/family focus. Booth theme subject to PTA approval). Gold sponsors enjoy three complementary race registrations and t-shirts



Silver Sponsors: Silver level sponsors receive promotional mention (name only) on all marketing materials, including the official race shirt, DCESPTA.org, promotional fliers and emails. Silver Sponsors will also receive one social media 'Thank you' with a direct link to your website. Silver Sponsors may also set up a booth at the post-race carnival. The booth theme and promotional materials must be pre-approved through the race coordinators and should have a child friendly/family focused theme and activity. Silver Sponsors make quite the impact with a \$500.00 donation. Silver sponsors enjoy two complementary race registrations and t-shirts.



Bronze Sponsor: Bronze level sponsors can support the Deer Dash with a \$250.00 donation. This sponsor level will receive name mention on the DCESPTA.org, as well as on any other promotional materials, such as fliers or emails, and the official race shirt. The bronze sponsor can enjoy the festivities with complimentary race registration and t-shirt.



Community Partner: Community Partners can support the Deer Dash through a nominal donation of \$150.00. Community Partners will have their name listed on the official race shirt, and will receive one complimentary race t-shirt.