

## 2018-5K Sponsorship Letter

**Last Year's Event  
Received Incredible  
Media Coverage!**



**Be Part of This  
Worthy Event to  
Benefit the Park**

**Event Date: Saturday  
May 19, 2018**

**at Cross Keys Community Park  
New Oxford, PA**

We cordially invite you to participate as a sponsor of the 5th annual Bark in the Park 5K to help support the Cross Keys Community Park development project. This event will raise needed resources to help fund projects in our dog park facility. Cross Keys Community Park is a local, non-profit organization with a goal to positively impact the community by creating recreational, environmental and educational opportunities. This 5K event will be held on Saturday, May 19th at the park located at 785 Berlin Rd, New Oxford, PA. The event will begin at 8:30 am with prizes given for top qualifiers in each age group. Dog owners can register their pets to participate, as well.

With the help of our business partners, last year's event raised over \$11,000! In order to continue to maintain and improve the dog park, we need to raise funds yearly. Your sponsorship will help to meet our financial goals and defray the costs of organizing the race event. Funds received from sponsorships are used to purchase t-shirts for registered race participants, a dog oriented gift for dog participants, awards, drinks, snacks and supplies. All additional money from sponsorships will help go toward our fundraising goal of \$15,000.

### Sponsorship Levels

#### Best of Show Level - \$1,000 (Limited Amount)

- Prominent banner display at finish line
- Banner display for 1 YEAR upon completion of dog park
- Prominent display of company logo on Park website
- Prominent display of company logo on t-shirt
- Special PA announcement mentioning sponsor before, during and after race
- Company logo on all print material
- Company logo on Facebook page
- Up to 5 complimentary race entries for company team

#### Top Dog Level - \$500

- Company logo placed on banner at finish line
- Company logo on 5k website page and t-shirt
- Special PA announcement mentioning sponsor during and after race
- Up to 2 Complimentary race entries

#### Ball Bouncer Level - \$250

- Company name (larger) line-listed on banner at finish line
- Company logo on 5k website page and t-shirt
- Special PA announcement mentioning sponsor during and after race

#### Lap Dog Level- \$125

- Company name (smaller) line-listed on banner at finish line
- Company name line-listed on t-shirt

\*Your company may prefer to provide IN KIND gifts such as gift certificates, food/drink which will be provided to race participants, or items for race bags that will be given away to all participants. We welcome any contributions like this as well.

**All sponsors will also be acknowledged in participant race bags too!**

Thank you in advance for your consideration of becoming a race sponsor. On the reverse you will find the sponsorship form that can be completed and submitted by mail. Or, please call Brita Byers (717-891-8248), Race Coordinator to set up sponsorship or answer any questions.

**CROSS KEYS  
COMMUNITY PARK**  
[www.ckpark.org/5k](http://www.ckpark.org/5k)

**2018-5K  
Sponsorship Letter**



**Our Fifth Year!**

**May 19, 2018**

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Email: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Web Site Address: \_\_\_\_\_

1. Sponsorship Level (please circle):

**Best of Show (\$1000)      Top Dog (\$500)      Ball Bouncer (\$250)      Lap Dog (\$125)**

2. We plan to send materials/giveaways for the participant bags: Yes    No

If yes, what items do you plan to include? \_\_\_\_\_

3. Sponsors will have their company name listed or submit a logo(depending on sponsorship level). Please write your company name exactly how you'd like it to appear on our race materials:

Artwork and logos should be submitted to [thewinelist1@comcast.net](mailto:thewinelist1@comcast.net) as follows:

- Logos for t-shirts will be printed in black ink only and should be submitted as one color .eps, .ai or as a high resolution (300 dpi) jpeg or png file (deadline for artwork is ASAP-no later than 3/31/2018)
- Logos for banners and website advertising should be submitted as a full color (if available) .eps, .ai or as a high resolution jpeg or png file (deadline for artwork is ASAP-no later than 3/17/2018)

4. Participants for Bark in the Park 5K can register at our website: [ckpark.org/5k](http://ckpark.org/5k)

5. Checks can be made payable to Cross Keys Community Park and mailed to:  
Attn: Bark in the Park 5K, 785 Berlin Rd, New Oxford, PA 17350.

*Cash donations of any amount are encouraged and welcomed. As a non-profit organization, you may make a tax-deductible cash donation to help support this worthy, community project. If you would like to make a cash donation, rather than be part of our official sponsorship program, please complete the top portion of this form and send your donation to Cross Keys Community Park, ATTN: Dog Park Donation, 785 Berlin Rd., New Oxford, PA 17350*

Cash donation amount: \$ \_\_\_\_\_



**CROSS KEYS  
COMMUNITY PARK**  
[www.ckpark.org/5k](http://www.ckpark.org/5k)