

___ I want my name/logo to appear on race applications, website, and club newsletters (Please mail/email us your logo promptly. Deadline for inclusion on mass mailing of race applications is 6 weeks before race day.).

___ I want a link to my website on your race site. (Please provide your website info above).

___ I want my name/logo to appear on the 500+ race shirts (Note: This sponsorship benefit is exclusively for donors at the \$300/\$500 level). Please email logo to pres@aarclub.com. Deadline for inclusion on shirts is 23 days before race day.

___ I want to include promotional material in the race packets. (Note: This sponsorship benefit is exclusively for donors at the \$300/\$500 level). We must have your print material at least 10 days before the race. Please contact us for pick-up or delivery. We assemble about 500 race packets per race.

___ I want to set up a promotional table/booth at the race. (Note: This sponsorship benefit is exclusively for donors at the \$300/\$500 level). We can supply the table if you give us advanced notice.

Please make checks payable to the Ambler Area Running Club. Mail check and sponsor form to:
Ambler Area Running Club, Sponsorship
PO Box 204 Springhouse, PA 19477

Thank you for sponsoring one or both of our annual races! We encourage you to check out the sponsor area of our website to see a listing of past sponsors, information about our race beneficiaries, press releases etc. Go to www.aarclub.com/RaceSponsor.
Jack Heely
AARC President



AARC
P.O. Box 204
Spring House, PA 19477

Phone: 215.
Fax: 215.
E-mail: president@aarclub.com



**Become an
AARC Race
Sponsor**



Two Annual Races...



February

July



Become an AARC Sponsor

The Ambler Area Running Club is a 501 c3 non-profit running club. Our purpose:

- Develop and promote local running and racing
- Provide running-related information and social activities
- Enhance training opportunities in a supportive atmosphere for runners of all abilities.

AARC provides these activities in a way that promotes the well-being of the community.



Start of Phils Tavern 5K—August 2006

Sponsorship has Many Benefits:

- Company Logo on *Race Shirts*—see your name running all over town for months to come (500+ shirts per race!)
- Inclusion in club's Quarterly *Newsletter*—distributed to over 150 households
- *Website* link and acknowledgment at www.aarclub.com
- Listing on *Race Applications* mailed to thousands of area runners
- Opportunity to advertise in *Race Packets* and set up *Info Table* at races
- Acknowledgment in event *Advertising*, on race day, and in post-race *Press Releases*.

Race Proceeds allow us to make generous donations to local charities including:

- Golden Slipper Camp and Charities
- Ambler Ambulance Association
- Wissahicken Fire Police
- St. Mary's Villa for Children
- Ambler Theater
- Ambler Main Street
- AARC Scholarship Fund
- Ambler Olympic Club

2007 Sponsorship Amounts

Gold Race Sponsor

Annual Gold Sponsor (both races) \$500 and up
Single Race Gold Sponsor \$300
Gold Race Sponsors are those that contribute cash at the above amounts OR who contribute an equivalent value in goods and services that are essential to the race operations.

Sponsorship Benefits: Gold Race Sponsor

1. Company Logo on Race Shirts
2. Inclusion of promotional materials in Race Packets
3. Invitation to attend races and set up info table
4. Listing on Race Applications
5. Website link and acknowledgment
6. Inclusion in club Newsletter
7. Acknowledgement in event advertising, race day, and in post-race press releases.

Silver Sponsor

Any value of cash, goods or services below the Gold Race Sponsor amounts.

Any sponsor who does not qualify as a Gold Race Sponsor would be considered a Silver Race Sponsor. We welcome contributions of any amount, including personal sponsorships from individuals who wish to support our club and our beneficiary charities.

Sponsorship Benefits: Silver Race Sponsor

1. Listing on Race Applications
2. Website link and acknowledgment
3. Inclusion in club Newsletter
4. Inclusion of promotional materials in Race Packets can be included for a nominal fee of \$100 per race
5. Invitation to attend races
6. An info table at the races for a nominal fee of \$100 per race

Other Sponsorship Opportunities

1. **BIB Sponsor** (opportunity will be available 2008-2009)
 - \$1,500 up front, a sponsor can have three years of Gold Sponsor benefits and inclusion of their logo on the race bib. Offer limited to three sponsors. OR
 - \$300 in additional sponsorship giving to an existing Gold Sponsor their logo on the race bib. Offer limited to three sponsors.
2. **SLEEVE Sponsor**—an existing Gold Race Sponsor can have their logo/name/website printed on one of the long sleeves of the Frostbite race shirt for an additional \$500. Offer limited to two sponsors.
3. **RACE NAME Sponsor**—Have your name incorporated into the race name: \$5,000 per year. A Race Name Sponsor will also receive Gold Sponsor benefits and have priority to renew the arrangement after the initial term is up.

Application Form



Yes! I'd like to support the Ambler Area Running Club, help other local non-profits, and benefit from race sponsorship.

Sponsor Name: _____ Circle one: Commercial OR Personal Sponsorship

Contact Person for Commercial Sponsorship: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone Number: _____ Email: _____

Website: _____

Contribution Amount: _____

_____ \$300 – Single Race (circle): _____ Frostbite 5-Miler on 2/18/06 OR Phils Tavern 5K - July 2006 (exact date TBD)

_____ \$500 – Both Races

_____ Other Dollar Amount: \$ _____

_____ Goods/services (please describe) _____