



Media Sponsor Letter

Dear Media Sponsor,

Plans are underway for the 2011 Women's 5K Classic run/walk event. The purpose of this event is to promote awareness and raise money for breast and other female-related cancers. The event again reached a record-breaking number of 5,566 registrants, enabling \$200,000 to be distributed to organizations throughout the Greater Lehigh Valley. This marks over \$1,500,000 in the history of the W5K, funding programs throughout the Greater Lehigh Valley. The programs we support must promote women's fitness, education and awareness of female-related cancers, and support for survivors. For complete details about our recipients, please check our website at www.womens5kclassic.org.

To reach an achievement such as this, the W5K counts on support from area businesses and sponsor donations. We rely on media partnerships with respected organizations such as yours to help us communicate the event, to increase exposure and provide details surrounding it. Sponsorship details are found on the attached sheet.

Here are some dates to remember...

August 1 – Media Sponsorship deadline for inclusion in promotional materials

October 14 – Josh Early W5K Health Expo held at Cedar Crest College

October 15 – Women's 5K Classic Event held at the Little Lehigh Parkway

We hope you will again consider supporting the Women's 5K Classic. Your contribution may help to support someone you know. For questions about the sponsorship, please feel free to contact Erica Line (267-625-1237) or Sue Kovacs (610-442-7432).

Sincerely,

Susan Kovacs



Women's 5K Classic

2011 Media Sponsorship Opportunity



Media Sponsor Benefits:

- ✂ RECOGNITION ON SIGNAGE BOARDS, PROMOTIONAL MATERIALS (*ONLY SPONSORS WITH IN-KIND CONTRIBUTIONS GREATER THAN \$6,000*) AND 4,500 EXPO PROGRAM BOOKLETS
- ✂ OPPORTUNITY TO PLACE PROMOTIONAL MATERIALS IN 4,500 RACE PACKETS
- ✂ RECOGNITION AT JOSH EARLY W5K HEALTH EXPO AND ON RACE DAY
- ✂ SPONSOR BOOTH AT JOSH EARLY W5K HEALTH EXPO AT CEDAR CREST COLLEGE
- ✂ IDENTIFIED BY NAME AS A MEDIA SPONSOR IN THE PROGRAM BOOK AND ON WEBSITE
- ✂ RAFFLE BENEFITING W5K FUNDRAISING WILL BE NAMED AFTER COMPANY (*ONLY ONE COMPANY SELECTED – MUST BE HIGHEST CONTRIBUTING SPONSOR BY JUNE 1*)
- ✂ RESERVED PARKING AT JOSH EARLY W5K HEALTH EXPO
- ✂ OPPORUNTUNITY TO DISPLAY COMPANY BANNER AT JOSH EARLY W5K HEALTH EXPO IN PACKET PICK-UP ROOM
- ✂ THE WOMEN'S 5K CLASSIC SEEKS BUSINESS SPONSORS THAT REFLECT THE MISSION OF THE W5K - TO PROMOTE WOMEN'S FITNESS, TO SUPPORT CANCER SURVIVORS AND TO FUND CANCER RESEARCH AND EDUCATION PROGRAMS. THE W5K RESERVES THE RIGHT TO DECLINE A SPONSORSHIP BASED ON THIS MISSION.