



## **Women's 5K Classic October 15, 2011**

*Proceeds to benefit the fight against Breast and other Female-Related Cancers*

January 2011

Don't be left out!!

For the past 18 years, the Women's 5K Classic celebrated women's fitness, as well as, promoted awareness and raised money for education, research and support of breast and other female-related cancers.

Whether a stroll in the park, a brisk walk, or a competition to be the fastest runner, the run/walk event received over 5,000 registrants – pretty amazing during a recession! As a result of business sponsorship and program supporters, this all volunteer 2010 event has NETTED almost \$200,000. We are in the process of distributing these funds to non-profit organizations and programs in the Greater Lehigh Valley who support the Women's 5K Classic's mission. Since the inception of the Women's 5K Classic in 1993, we have proudly contributed over \$1,500,000 to these worthwhile causes.

You can be assured that your contribution will directly benefit programs and organization in our community and the lives of women who live in the Greater Lehigh Valley. Organizations receiving funds from the Women's 5K Classic agree to promote women's fitness; provide education and awareness of female-related cancers; and make available support for survivors. For complete details about our recipients, please check our website at [www.womens5kclassic.org](http://www.womens5kclassic.org)

Here are some dates to remember...

**May 1<sup>st</sup>**- Deadline for Bag Sponsors

**August 1<sup>st</sup>**- Deadline for t-shirt if sponsorship level is **\$2,000** or more

**September 1<sup>st</sup>**- Deadline for all other sponsorship listings

**October 14<sup>th</sup>**- Josh Early W5K Health Expo held at Cedar Crest College

**October 15<sup>th</sup>**- Women's 5K Classic Event held at the Little Lehigh Parkway

We hope you will consider supporting the Women's 5K Classic by becoming part of our community presence. Your contribution may help support someone you know and love.

*"Some races are for kicks, some are for glory, this race is for LIFE!"*

Sincerely yours,

Wendy Body  
Volunteer Committee Chair  
c/o Alvin H. Butz, Inc.  
P.O. Box 509  
Allentown, PA 18105  
(610) 395-6871

*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.*

*The Women's 5K Classic is a volunteer 501(c) (3) non-profit organization.  
Womens5kclassic.org*



# Women's 5K Classic

NEW 2011 Sponsorship Opportunities

Contact Wendy Body ([wgbody@butz.com](mailto:wgbody@butz.com) or 610-972-5748)

Updated 1.10.11



## **Presenting Sponsor (\$15,000): KNBT**

***ONLY ONE SPONSORSHIP AVAILABLE AT THIS LEVEL  
SECURED***

- ✿ IDENTIFIED AS THE 2011 WOMEN'S 5K CLASSIC PRESENTING SPONSOR ON ALL PRESS AND MEDIA RELEASES
- ✿ LOGO AND IDENTIFICATION AS PRESENTING SPONSOR PRINTED ON 5,500 PARTICIPANT T-SHIRTS, 400 VOLUNTEER T-SHIRTS AND 5,500 RACE BAGS
- ✿ OPPORTUNITY TO PLACE PROMOTIONAL MATERIALS IN 5,500 RACE PACKETS
- ✿ SPEAKING OPPORTUNITY AT THE OPENING CEREMONIES OF THE RACE AND RECOGNITION AS THE PRESENTING SPONSOR
- ✿ LOGO ON FINISH LINE AND SIGNAGE BANNERS
- ✿ OPPORTUNITY TO DISPLAY COMPANY BANNER AT HEALTH EXPO AND RACE
- ✿ PROMINENT SPONSOR BOOTH AT FRIDAY NIGHT HEALTH EXPO AT CEDAR CREST COLLEGE
- ✿ OPPORTUNITY TO LINK YOUR WEBSITE FROM WOMEN'S 5K SITE
- ✿ LISTING AND LOGO AS THE PRESENTING SPONSOR ON W5K WEBSITE HOME PAGE
- ✿ LOGO ON ALL MASS E-MAILS TO PARTICIPANTS-APPROXIMATELY 10 PER YEAR TO 5,500 RECIPIENTS



## **Health Expo Sponsor: (\$12,000): Josh Early Candies**

***ONLY ONE SPONSORSHIP AVAILABLE AT THIS LEVEL  
SECURED***

- ✿ IDENTIFIED AS THE 2011 WOMEN'S 5K CLASSIC HEALTH EXPO SPONSOR ON ALL PRESS AND MEDIA RELEASES
- ✿ PROMINENT SPONSOR BOOTH AND SPECIAL PROMOTIONAL OPPORTUNITIES AT HEALTH EXPO AT CEDAR CREST COLLEGE

- ✿ LISTING AND LOGO AS THE HEALTH EXPO SPONSOR PRINTED ON 5,500 PARTICIPANT T-SHIRTS, 400 VOLUNTEER T-SHIRTS AND 5,500 RACE BAGS
- ✿ OPPORTUNITY TO PLACE PROMOTIONAL MATERIALS IN 5,500 RACE PACKETS
- ✿ LOGO ON FINISH LINE AND SIGNAGE BANNERS
- ✿ OPPORTUNITY TO DISPLAY COMPANY BANNER AT HEALTH EXPO AND RACE
- ✿ SPEAKING OPPORTUNITY BEFORE AWARDS CEREMONY AFTER RACE
- ✿ OPPORTUNITY TO LINK YOUR WEBSITE FROM WOMEN'S 5K SITE
- ✿ NAME AND LOGO AS THE HEALTH EXPO SPONSOR ON W5K WEBSITE HOME PAGE
- ✿ LOGO ON ALL MASS E-MAILS TO PARTICIPANTS-APPROXIMATELY 10 PER YEAR TO 5,500 RECIPIENTS



## **Community Sponsor (\$10,000): Tighe Orthodontics**

### ***ONLY ONE SPONSORSHIP AVAILABLE AT THIS LEVEL SECURED***

- ✿ IDENTIFIED AS THE 2011 WOMEN'S 5K CLASSIC COMMUNITY SPONSOR ON ALL PRESS AND MEDIA RELEASES
- ✿ PROMINENT SPONSOR BOOTH AND SPECIAL PROMOTIONAL OPPORTUNITIES AT HEALTH EXPO AT CEDAR CREST COLLEGE
- ✿ LISTING AND LOGO AS THE COMMUNITY SPONSOR PRINTED ON 5,500 PARTICIPANT T-SHIRTS, 400 VOLUNTEER T-SHIRTS AND 5,500 RACE BAGS
- ✿ OPPORTUNITY TO PLACE PROMOTIONAL MATERIALS IN 5,500 RACE PACKETS
- ✿ RECOGNITION AS THE COMMUNITY SPONSOR AT THE HEALTH EXPO AND RACE
- ✿ LOGO ON FINISH LINE AND SIGNAGE BANNERS
- ✿ OPPORTUNITY TO DISPLAY COMPANY BANNER AT HEALTH EXPO AND RACE
- ✿ SPEAKING OPPORTUNITY BEFORE AWARDS CEREMONY AFTER RACE
- ✿ OPPORTUNITY TO LINK YOUR WEBSITE FROM WOMEN'S 5K SITE
- ✿ NAME AND LOGO AS THE COMMUNITY SPONSOR ON W5K WEBSITE HOME PAGE
- ✿ LOGO ON ALL MASS E-MAILS TO PARTICIPANTS-APPROXIMATELY 10 PER YEAR TO 5,500 RECIPIENTS



## **Diamond Sponsor (\$10,000):**

### ***ONLY ONE SPONSORSHIP AVAILABLE AT THIS LEVEL***

- ✂ IDENTIFIED AS THE 2011 WOMEN'S 5K CLASSIC DIAMOND SPONSOR ON ALL PRESS AND MEDIA RELEASES
- ✂ PROMINENT SPONSOR BOOTH AND SPECIAL PROMOTIONAL OPPORTUNITIES AT HEALTH EXPO AT CEDAR CREST COLLEGE
- ✂ LOGO AND IDENTIFICATION AS THE DIAMOND SPONSOR PRINTED ON 5,500 PARTICIPANT T-SHIRTS, 400 VOLUNTEER T-SHIRTS AND 5,500 RACE BAGS
- ✂ OPPORTUNITY TO PLACE PROMOTIONAL MATERIALS IN 5,500 RACE PACKETS
- ✂ LOGO RECOGNITION AS THE DIAMOND SPONSOR AT THE HEALTH EXPO AND RACE
- ✂ LOGO ON FINISH LINE AND SIGNAGE BANNERS
- ✂ SPEAKING OPPORTUNITY AWARDS CEREMONY AFTER RACE
- ✂ OPPORTUNITY TO DISPLAY COMPANY BANNER AT HEALTH EXPO AND RACE
- ✂ LISTING AND LOGO AS THE DIAMOND SPONSOR ON W5K WEBSITE HOME PAGE
- ✂ OPPORTUNITY TO LINK FROM YOUR WEBSITE TO WOMEN'S 5K SITE
- ✂ LOGO ON ALL MASS E-MAILS TO PARTICIPANTS-APPROXIMATELY 10 PER YEAR TO 5,500 RECIPIENTS



## **Pink Ribbon Sponsor (\$5,000-\$9,999):**

### ***ONLY FIVE SPONSORSHIPS AVAILABLE AT THIS LEVEL***

- ✂ LOGO ON 5,500 RACE BAGS
- ✂ LISTING ON 5,500 PARTICIPANT T-SHIRTS AND 400 VOLUNTEER T-SHIRTS (Must Confirm Sponsorship by 6/1/11)
- ✂ LISTING ON FINISH LINE AND SIGNAGE BANNERS
- ✂ OPPORTUNITY TO PLACE PROMOTIONAL MATERIALS IN 5,500 RACE PACKETS
- ✂ SPONSOR BOOTH AT FRIDAY NIGHT HEALTH EXPO AT CEDAR CREST COLLEGE

- 🎀 OPPORTUNITY TO LINK YOUR WEBSITE FROM WOMEN'S 5K SPONSORSHIP PAGE



### **Gold Sponsor (\$2,000-\$4,999):**

- 🎀 LISTING ON 5,500 PARTICIPANT T-SHIRTS AND 400 VOLUNTEER T-SHIRTS (Must Confirm Sponsorship by 8/1/11)
- 🎀 LISTING ON FINISH LINE AND SIGNAGE BANNERS
- 🎀 OPPORTUNITY TO PLACE PROMOTIONAL MATERIALS IN 5,500 RACE PACKETS
- 🎀 SPONSOR BOOTH AT FRIDAY NIGHT HEALTH EXPO AT CEDAR CREST COLLEGE
- 🎀 OPPORTUNITY TO LINK YOUR WEBSITE FROM WOMEN'S 5K SPONSORSHIP PAGE



### **Silver Sponsor (\$1,000 to \$1,999):**

- 🎀 LISTING ON SIGNAGE BOARDS AT HEALTH EXPO AND RACE
- 🎀 OPPORTUNITY TO PLACE PROMOTIONAL MATERIALS IN 5,500 RACE PACKETS
- 🎀 SPONSOR BOOTH AT FRIDAY NIGHT HEALTH EXPO AT CEDAR CREST COLLEGE
- 🎀 IDENTIFIED AS A SILVER SPONSOR ON WEBSITE SPONSORSHIP PAGE



### **Bronze Sponsor (\$500 to \$999):**

- 🎀 LISTING ON SIGNAGE BOARDS AT HEALTH EXPO AND RACE
- 🎀 OPPORTUNITY TO PLACE PROMOTIONAL MATERIALS IN 5,500 RACE PACKETS
- 🎀 IDENTIFIED AS BRONZE SPONSOR ON WEBSITE SPONSORSHIP PAGE



### **Additional Sponsorship Information:**

- 🎀 SPONSOR CONTRACT MUST BE RECEIVED BY AUGUST 1, 2011 FOR T-SHIRT PRINTING
- 🎀 SPONSOR CONTRACT MUST BE RECEIVED BY SEPTEMBER 1, 2011 FOR ALL OTHER PRINTING
- 🎀 SPONSOR CHECK MUST BE RECEIVED BY SEPTEMBER 1, 2011
- 🎀 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.



## 2011 Women's 5K Classic, Inc.

c/o Alvin H. Butz, Inc.  
Wendy Body  
P.O. Box 509  
Allentown, PA 18105

### SPONSORSHIP COMMITMENT FORM

PROCEEDS TO BENEFIT THE FIGHT AGAINST BREAST CANCER AND OTHER FEMALE CANCERS

*Please fill out the information below and mail it back in the attached self-addressed envelope. A description of the benefits of each level of sponsorship is included in the information package. In order to meet printing deadlines for the t-shirts, we will need sponsorship commitments no later than **August 1, 2011**. We cannot print logos due to limited space. Please indicate how you would like to be listed. If you have any questions, please contact Wendy Body at (610) 395-6871 or e-mail [wgbody@butz.com](mailto:wgbody@butz.com). Checks should be made payable to **Women's 5K Classic**.*

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- Yes! We would like to sponsor the 2011 Women's 5K Classic. We understand that only Gold Sponsors (\$2,000 plus) will be listed on the t-shirt. Our contribution will be \_\_\_\_\_.** We would like our company listed as: \_\_\_\_\_.  
Our website link address is: \_\_\_\_\_ *(Limited to Gold Sponsors)*
  - Yes! We would like to sponsor the 2011 Women's 5K Classic with an in-kind contribution of \_\_\_\_\_.** The value\* of the in-kind contribution is \_\_\_\_\_. We understand that only Gold Sponsors (\$2,000 plus) will be listed on the t-shirt.

**We would like to participate in the Friday Night Expo: \_\_\_ Yes \_\_\_ No**  
*(Limited to Gold and Silver Sponsors)*

- Our check is enclosed and made payable to Women's 5K Classic, Inc.**
- Our check will be sent on \_\_\_\_\_.**  
*(All checks must be received by August 1, 2011 unless otherwise approved by the Women's 5K Committee).*
- Sorry! We cannot sponsor the event this year, but please send us information next year.**

**Company Name:** \_\_\_\_\_  
**Contact Person:** \_\_\_\_\_ **E-mail** \_\_\_\_\_  
**Contact Phone No:** \_\_\_\_\_ **Fax No.:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
\_\_\_\_\_

**Comments on how we can better market our sponsors:**

\_\_\_\_\_

\_\_\_\_\_

\*The Women's 5K Classic Committee reserves the right to decline a sponsorship and to determine the value of in-kind contributions.



## **Frequently Asked Questions about the Women's 5K Classic and Josh Early Women's 5K Health Expo**

**October 14<sup>th</sup> and 15th**

### **What is the Women's 5K Classic?**

- A 3.1 mile run/walk exclusively for women held in the Little Lehigh Parkway
- Almost 5,000 women participated in 2010 as compared to 250 in 1993
- We are one of the top ten largest all-female races in the country.
- Since 1993 over 1.3 million dollars has been used to fund programs that support our mission
- All money raised remains in the Greater Lehigh Valley

### **What is the mission of the Women's 5K Classic?**

- To **promote fitness** among women and invite women to participate in running and walking to enhance their physical, mental and emotional well-being
- To **support women** with breast and female cancers and their families and to contribute to funding for related programs and research in the Greater Lehigh Valley
- To **educate women** about cancer awareness, prevention and treatment

### **What is the Friday Night Josh Early Women's 5K Health Expo?**

- An event held the night before the Women's 5K Classic at Cedar Crest College
- To provide valuable health and consumer information and is an opportunity for Gold and Silver level sponsors to showcase their services
- Over 3,000 women and their families attend the Friday Night Health Expo

### **Who receives funding and how is the money distributed?**

- Grant proposals are welcomed from any Greater Lehigh Valley non-profit agency whose mission also supports our philosophy
- A grant review committee consisting of physicians, attorneys, breast cancer survivors and members of the Women's 5K Classic review and approve all applications
- 100% of the proceeds goes to support our mission since we are an all volunteer committee
- A list of recent approved grants is available on our website [www.womens5kclassic.org](http://www.womens5kclassic.org)

### **What else can you tell me?**

- A registered 501 (c)(3) non-profit organization
- Featured in the best selling book "Sole Sisters"
- In 18 years we have been able to purchase needed diagnostic equipment for our hospitals, fund critically acclaimed research projects, provide programs that provide support and guidance for newly diagnosed women, fund publishing costs for educational materials, bring support programs to patients and families and create awareness about the prevention and treatment of female cancers
- **The event is a two day celebration of Women's Fitness**
- **Some races are for kicks, some are for glory, this race is for LIFE!**

Additional information at [www.womens5kclassic.org](http://www.womens5kclassic.org)