



*Eighth Running of the Monk 5k
Friday, June 6, 2008, at 7:20 p.m.
NOW at the Knights of Columbus
18 Baltimore Pike, Springfield, PA*

Dear potential sponsor,

The Running of the Monk 5k Run/Walk has become one of the **premier races** for runners in Delaware County—and a great marketing opportunity for promoting your business. In the past few years, attendance has ballooned to more than **1,000 runners, walkers, friends and families** enjoying last year's festivities, which also included the Mini-Monk kid's fun run, a Barbecue Blast, moon bounce, and live music.

This year's event is **all new**, as the Monk continues to search for the *perfect 5k excuse to party*, with music by Almost FAB, a group of FABulous musicians who entertain by performing Beatles' songs.

We've **moved** the fun to the **Knights of Columbus** in Springfield, Delaware County. This gives the Monk a **flatter, faster** course. A post-race pool party and beach volley ball. Live music. A Runners Expo. Moon bounce and games for the kids. And more room for the **Victory Brewing Companies BBQ Blast**. It's everything we've always hungered for...and more.

What hasn't changed are **sponsorship opportunities** that give you extensive visibility in the community while helping to support a worthy cause: **Helping Delaware County's kids and families**, with race proceeds going to Asthma Day Camp at the Healthplex[®] Sports Club and Knights of Columbus charities.

Last year, the Running of the Monk underwrote the cost to send 15 kids to Asthma Day Camp. At this weeklong camp, the kids—ages 8-15—learned methods to control their asthma (so it doesn't control them) while having fun with safe and challenging fitness training. As a collaboration between the regional branch of the American Lung Association and Crozer-Keystone Health System, Asthma Day Camp combines fitness, conditioning, and sports with daily asthma education.

The Running of the Monk will be aggressively marketed throughout Delaware County in the coming months. Publicity and promotion will encompass RunTheMonk.com, links from RunTheDay.com and DelcoRRC.com, online postings on numerous race-related websites, and press releases and flyers distributed to every local newspaper. Additionally, several thousand brochures will be distributed to runners, community organizations, health clubs, and schools throughout the area.

Attached is information on the **levels of sponsorship** available for the Running of the Monk. We hope we can count on you to make this year's race—and fundraising efforts—the most successful to date.

Please make a commitment by completing the Sponsorship Agreement and returning it to me at the address below. We need to hear from you by **March 1** in order to be included on the race flyer, and by **May 9** to be on the race T-shirt. You'll be able to find the latest information about the race at **www.RunTheMonk.com**, and you can always call or email your questions to the Head Monk, Tim Krueger, **tim@runtheday.com**, 610-328-3979.

Sincerely,

The Running of the Monk Race Committee

Run the Day Race Management • Healthplex[®] Sports Club • Delco Road Runners Club • Knights of Columbus
Promoting fitness and community through the Running of the Monk



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The Monk Sponsorship Experience
It's truly enlightening

Categories	Donation	Recognition
CASH SPONSORS		
Enlightened sponsor	\$2,500 and up	<ul style="list-style-type: none"> • Only the <u>first</u> <i>Enlightened</i> sponsor gets its company name on the race bibs. • Premier positioning of company logo on the race T-shirt, apart from other logos • Company logo prominently featured on the Monk race website • Company logo on finish-line banner • Option to be on stage to present awards to race winners • <i>Plus, all the Miraculous sponsor opportunities below</i>
Miraculous sponsor	\$1,000	<ul style="list-style-type: none"> • Large logo on back of the race shirt and Monk website • Option to hang company banner at Barbecue Blast • Company logo on a race mile marker • 4 complementary race entries • <i>Plus, all the Divine sponsor opportunities below</i>
Divine sponsor	\$500	<ul style="list-style-type: none"> • Logo on the race shirt and Monk website • Company logo on a race mile marker • 2 complimentary race entries • <i>Plus, all the Sacred sponsor opportunities below</i>
Sacred sponsor	\$250	<ul style="list-style-type: none"> • Name listed on the back of the race shirt and Monk website • 1 complementary race entry • <i>Plus, all the Spiritual sponsor opportunities below</i>
Spiritual sponsor	\$100	<ul style="list-style-type: none"> • Name on race apps, Monk website, news releases, other promo materials • Option for table or booth at Runners Expo • Your business, coupons or give-ways can be included in runners' bags • Name announced on race night
IN-KIND DONORS		
Divine donor	Food/drink/services for runners on race night (\$100 min. value)	<ul style="list-style-type: none"> • Name listed on the back of the race shirt and Monk website • Option for table or booth at Runners Expo • Your business, coupons or give-ways can be included in runners' bags • Name announced on race night
Heartfelt donor	Raffle prizes	<ul style="list-style-type: none"> • Your business, coupons or give-ways can be included in runners' bags • Name announced on race night

Subject to change; sponsorship commitments must be made by printing deadlines to take advantage of some opportunities: **March 1**, for inclusion on the race flyer; **May 9**, to be listed on the race T-shirt.

You'll find the latest information about the race at www.RunTheMonk.com. Questions? Contact the Head Monk, Tim Krueger, at tim@runtheday.com or 610-328-3979.



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Sponsorship Agreement

Business name: _____

Contact name: _____ Title: _____

Phone: _____ Fax: _____

Address: _____

Signature: _____ Email: _____ Date: _____

Please indicate sponsorship level

Cash sponsor

- \$2,500+ Enlightened sponsor \$1,000 Miraculous sponsor \$500 Divine sponsor
 \$250 Sacred sponsor \$100 Spiritual sponsor

- Please send an invoice Enclosed is a check

*Make checks payable to **Monk Charity**
All checks must be received by **May 9, 2008***

In-kind donor

- Divine donor: Food/drink/services on race night Heartfelt donor: Raffle prizes

For qualifying cash sponsors and donors:

Please indicate your space requirements, if any, for a booth or table at the Runners Expo:

Please indicate if you would like to set up a table at the pre-race packet pick-up on Thursday, June 5, from 6:00 pm to 8:00 pm, at the Knights of Columbus:

Please indicate if you will have brochures or give-aways for runners' race packets:

Description: _____

- To be delivered to the Knights of Columbus by June 1 Needs to be picked up

For inclusion on printed materials, this form must be received by the following deadlines:

March 1—for race brochures; May 9—for the race T-shirts

Mail forms and checks to: Tim Krueger, Run the Day, 711 Rhoads Drive, Springfield, PA 19064

Questions? Contact Tim at **tim@runtheday.com** or 610-328-3979.