



## 2017 Sponsor Invite Caledonia Kilt Klassic 11th Annual July 1, 2017

The Caledonia High School Men and Women's Track & Field and Cross Country program would like to invite you to be a sponsor of our annual Kilt Klassic 5K Run/Walk.

### Caledonia Kilt Klassic:

- The Caledonia Kilt Klassic, July 1, 2017 starting at 8am in Downtown Caledonia.
- The Kilt Klassic hosts over 500 Race Entrants each year from Caledonia and surrounding areas.
- The Race includes a 5K (3.1miles) Run or Walk and a Fun Run for kids 5-10 years old provided to promote future runners!
- All proceeds, after administrative and race expenses, go directly to the Caledonia Track & Cross Country programs.
- **The Kilt Klassic is a fundraiser for the Caledonia High School Men and Women's Track & Field and Cross Country programs.**

### The Benefits of Sponsorship:

- **Community Advertising:** Your Sponsorship promotes your Company Name on many promotional items including... *(Sponsorship Level determines advertising vehicles)*
  - Web Site Sponsor Listing: [www.kiltklassic.com](http://www.kiltklassic.com) and [www.facebook.com](http://www.facebook.com)
  - T-Shirts (Issued to each Race Participant)
  - Email sent to runners after race thanking them for participating on behalf of sponsors
  - Course Logo Placement at Race Site
- **Business Growth Potential:** Bronze Medal Sponsors and above may offer a "Kilt Koupon or Gift" that will be given out at race registration. (Kilt Koupon or Gift is provided by your company. It is recommended that 500 are provided and will be approved by the Kilt Klassic Coordinator. Please contact a Sponsorship Coordinator to arrange drop off prior to June 20th, 2017.
- **Promote Your Business:** Bronze Medal Sponsors and above may set up a booth on Friday's registration day and on Saturday's race day. Volunteer participation on race day wearing your business's t-shirts is also encouraged!
- **Promoting Health & Wellness:** By sponsoring the Kilt Klassic you are encouraging our Caledonia residents and surrounding areas to be active as well as helping our young athletes stay fit.
- **BRING SMILES:** Your contribution will bring smiles to over 100 Caledonia Track and Cross Country Athletes!

### Becoming a Sponsor is Easy:

- Review the Kilt Klassic Sponsorship Level Form and choose your gift
- Fill Out the 2017 Kilt Klassic Sponsorship Form and email to one of our coordinators *(listed below)*.
- Submit your Payment made out to: **Caledonia HS Kilt Klassic 5K**

We thank you for considering sponsorship of our Annual Kilt Klassic 5K Run. If you cannot sponsor at this time, we still ask for your support by signing up to run/walk! See you there!

If you have any questions, please feel free to contact us! Ben Howell – [howellb@calschools.org](mailto:howellb@calschools.org) or Ben Thompson - [thompsonb@calschools.org](mailto:thompsonb@calschools.org)

We thank you for your contribution and willingness to support our youth and community!



**CALEDONIA CROSS COUNTRY and TRACK & FIELD FUNDRAISER**

**2017 Sponsorship Levels**

|   |  |
|---|--|
| <p><b>CHAMPION SPONSOR: \$2,000.00</b><br/>         Race will say: Caledonia Kilt Klassic presented by ( your business name)<br/>         Name or logo on T-shirt (2 inch lettering)<br/>         Business name or logo on web homepage<br/>         Business name in all press materials<br/>         Public Acknowledgement at the race<br/>         Submission of Kilt Koupon or gift for bag distribution</p> | <p><b>GOLD MEDAL SPONSOR: \$1,000.00</b><br/>         Acknowledgement at the race<br/>         Mile Marker Sponsor<br/>         Name or logo on T-shirt (1- inch lettering)<br/>         Business name or logo on web page<br/>         Business name in all press materials<br/>         Submission of Kilt Koupon or gift for bag distribution</p> |
| <p><b>SILVER MEDAL SPONSOR: \$ 500.00</b><br/>         Acknowledgement at the race<br/>         Business name or logo on web page<br/>         Name or logo on T-shirt (3/4 inch lettering)<br/>         Submission of Kilt Koupon or gift for bag distribution</p>   | <p><b>BRONZE MEDAL SPONSOR: \$ 250.00</b><br/>         Name on T-shirt (1/2 inch lettering)<br/>         Submission of Kilt Koupon or gift for bag distribution</p>  |

| <u>Sponsorship Level:</u> | <u>Contribution Amount</u> | <u>✓ Your Commitment</u> |
|---------------------------|----------------------------|--------------------------|
| CHAMPION:                 | \$2,000                    |                          |
| GOLD MEDAL:               | \$1,000                    |                          |
| SILVER MEDAL:             | \$ 500                     |                          |
| BRONZE MEDAL:             | \$ 250                     |                          |

Company name (please print): \_\_\_\_\_

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

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

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

(circle one)

Would like to submit a Kilt Coupon for the Runners Bag? YES NO

If yes, you will be contacted by a Sponsorship coordinator to arrange approval and item pick up.

Please submit this form by **June 1, 2017** via email (or mail) to: Ben Howell – [howellb@calschools.org](mailto:howellb@calschools.org) or Ben Thompson - [thompsonb@calschools.org](mailto:thompsonb@calschools.org)

Please make checks payable to: **Caledonia HS Kilt Klassic 5K**

Mail checks to: **Caledonia Kilt Klassic 5K  
 Attn: Ben Howell  
 Caledonia High School  
 9050 Kraft Ave  
 Caledonia, MI 49316**