



**SMALL TOWN.
BIG RACE.
STRONG COMMUNITY.**

**35th Annual Kennett Run
Saturday, May 4, 2024**

kennettrun.com

Dear Kennett Run Sponsor,

For 35 years, the Kennett Run has been powered by the community for the community. From our race participants and volunteers to the community members who line the streets to cheer our runners on, the Kennett Run represents everything that makes our region a special place to live, work, and play. And let's not forget the Kennett Run's MVPs (Most Valuable Partners)—our Sponsors—who make this community race possible year after year. With your support, the Kennett Run has provided over \$1,280,000 in grants for Southern Chester County nonprofits that strengthen our community through education, health, environment, and social initiatives. Small Town. Big Race. Strong Community. That's what it's all about.

But don't take our word for it. As Ann Schlitz, President of the Kennett Education Foundation, states:

Local support from the community enables us to continue our mission of providing education grants to teachers and scholarships to graduating seniors in the Kennett Consolidated School District. The Kennett Education Foundation is proud to be a Partner in Education with the Kennett Run and grateful for their loyal support. Local helping Local, a winning combination!

Under the leadership of our race Director, John Ramagano, we are off to the races to make the 35th Kennett Run bigger and better than ever! This year's event will include valuable additions to our media presence, including a larger marketing footprint and expanding our post-race festivities at Anson B. Nixon Park for our runners, spectators, and community members. This means even more opportunities for our Sponsors to be front and center on race day and beyond.

Attached you will find information about our standard sponsorship options; however, we encourage you to contact our board president, Bob Merkle (610-742-4614) and discuss how we can customize a sponsorship package that best meets your objectives so that we can deliver the greatest value to your organization.

If you would like to select one of our standard packages listed below, please complete and e-mail or fax (610-444-5695) the form to me no later than Friday, March 15th, 2024, so your business may be included in all media opportunities.

If you want to explore customizing your sponsorship of the Kennett Run, please call Bob Merkle at 610-742-4614.

Thank you for supporting the 35th Kennett Run and making it the best run yet!

Sincerely,

Becky R. Devestine
Sponsorship Committee Member,
Kennett Run Charities



Sponsorship Opportunities

Gold Sponsors \$2500

- State Street Pole Banner displaying company name
- Complimentary race entries and race shirts
- Logo on KennettRun.com with link to Company Site
- Dedicated social media promotion on Kennett Run Facebook and Instagram pages starting in February
- Logo on Event Advertising
- Listing on State Street Promotional Banner
- Included in sponsor focused posts on Kennett Run Facebook and Instagram pages starting in April
- Branding on Runner Shirts
- Invitation to Spring Sponsor Luncheon
- Invitation to Fall Grant Presentation Event
- Inclusion of branded items for runner swag bag
- Table at the Run for self-promotion

Silver Sponsors \$1500

- Listing on State Street Promotional Banner
- Included in sponsor focused posts on Kennett Run Facebook and Instagram pages starting in April
- Branding on Runner Shirts
- Invitation to Spring Sponsor Luncheon
- Invitation to Fall Grant Presentation Event
- Table at the Run for self-promotion
- Inclusion of branded items for runner swag bag

Bronze Level \$1000

- Table at the Run for self-promotion
- Inclusion of branded items for runner swag bag

Table Sponsor \$350

- Table at the Run for self-promotion

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Sponsorship Opportunities

	Gold	Silver	Bronze	Table
State Street Pole Banner displaying company name	✓			
Complimentary race entries and race shirts	2			
Logo on KennettRun.com with link to Company Site	✓			
Dedicated social media promotion on Kennett Run Facebook and Instagram pages starting in February	✓			
Logo on Event Advertising	✓			
Listing on State Street Promotional Banner	Logo	Business Name		
Included in sponsor focused posts on Kennett Run Facebook and Instagram pages starting in April	✓	✓		
Branding on Runner Shirts	Logo	Name		
Invitation to Spring Sponsor Luncheon	✓	✓		
Invitation to Fall Grant Presentation Event	✓	✓		
Inclusion of branded items for runner swag bag	✓	✓	✓	
Table at the Run for self-promotion	✓	✓	✓	✓
Investment	\$2500	\$1500	\$1000	\$350



Sponsorship Agreement

I agree to join Kennett Run Charities, Inc. in presenting the 35th annual Kennett Run on Saturday, May 4, 2024 as a sponsor.

Selected Sponsorship Level (choose one)

- Gold Sponsor \$2,500 Silver Sponsor \$1,500
 Bronze Sponsor \$1,000 Table Sponsor \$350

Organization Name: _____

Contact Name and Title: _____

Contact Email Address: _____

Phone Number: _____

Select your payment option:

- Payment in full (check enclosed)
 Pay in 2 installments: Half now and half due July 2024
 Pay monthly in equal installments over a 10 month period

Promotional Support materials to be sent to Kennett Run Charities no later than 1 week from Date:

- Electronic logo to be used on all marketing and promotional materials
- URL to be linked to the Kennett Run web site

I agree to sponsor the 2024 Kennett Run at the level selected above for the 2024 race, and make the payments as specified in my above selection. I grant Kennett Run Charities the right to use my logo and URL in their marketing efforts without prior approval as specified in the Sponsor Level Benefits.

Signature _____

Date: _____