



34th Annual Kennett Run
Saturday, May 6, 2023

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

kennettrun.com

Dear Kennett Run Sponsor,

If we had to choose only one word to describe the Kennett Run, we would have to go with "community." No question about it. The Kennett Run is powered by the community, for the community. This genuine spirit of community permeates every aspect of the race from our business sponsors, race volunteers, race participants and, of course, the Kennett Square community members who line the streets to cheer on our runners. Because of you, the Kennett Run has raised more than \$1,250,000 since 1989 to support 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 Kristin Proto, Executive Director of The Garage, states:

"The Garage Community & Youth Center has been a partner of the Kennett Run for many years, and we are grateful for all the work they do to raise funds which support our community! Their generous efforts go beyond financial, by bringing the community together for a fun, safe, healthy, and family friendly event that connects the rich and diverse residents of our community together. Many staff, students, alumni, and volunteers from The Garage participate in the run annually, and we are excited to continue our partnership in 2023 and for many years to come."

Under the leadership of our Race Director, John Ramagano, we are off to the races to make the **34th Annual Kennett Run** better than ever with additions to our media presence, participants, and community involvement. We hope that you will join us in these efforts to build an even stronger community with your continued support of the 2023 Kennett Run.

Attached you will find the 2023 sponsorship options, a list of 2022 recipients and a commitment form for your completion. **Please email or fax (610-444-5695) the form to me no later than Friday, March 17, 2023**, so your business may be included on all media opportunities. If you have any additional questions regarding sponsorship or the race, please email or call Becky at 610-444-0933.

THANK YOU for your continued support of this important community event.

Sincerely,

Becky R. Devestine
Sponsorship Committee Member,
Kennett Run Charities



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Sponsorship Opportunities

Title Sponsor \$10,000 Minimum (1 Available)

- Company listed as Title Sponsor on all Kennett Run Materials
- Company logo next to KRC logo on the Front of the Race Shirts
- Company logo along with KRC logo on Volunteer shirts
- Company logo alongside KRC logo on race bibs. (Logo Artwork needed by March 1st)
- Pole Banner on State Street displaying your company logo
- Company Logo listed next to KRC logo on State Street promotional Banner
- Company logo along with KRC logo on Swag Bags and any other Sponsorship listings
- Company Logo on Kennett Run Website with Hotlink to your company website
- Invitation to Sponsor Luncheon this spring and KRC Grant Distribution dinner next fall
- 10 Complimentary Kennett Run Race Entries & 10 Race Day T-shirts
- Company representative can address all attendees prior to Kennett Run
- Social media Sponsor Spotlight
- Self-promotional opportunities by supplying branded item to be inserted into the swag bag
- Marketing table and space provided at the Kennett Run Event

Race Sponsors \$5000 (3 Available)

- Company listed and announced as sponsor of either 5k, 10k or 1 mile race.
*First choice to first committed Race sponsor for 2023 race
- Company Logo on the back of Race Shirts at top level
- Pole Banner on State Street displaying your company logo
- Prominent listing on State Street Promotional Banner
- Prominent listing on Swag Bags and other Sponsorship Listings
- Company Logo on Kennett Run Website with Hotlink to Your company Website
- Invitation to Sponsor Luncheon this spring and KRC Grant Distribution next fall
- 5 Complimentary Kennett Run Race Entries & 5 Race Day shirts
- Social Media Sponsor Spotlights
- Self-Promotional opportunities by supplying branded item to be inserted into the swag bag
- Marketing table and space at the Kennett Run Event.

Gold Sponsors \$2500

- Company Logo listed on Event Advertising
- Company Logo on Back of Race Shirt below Race sponsors
- Company Logo on Kennett Run Website with Hotlink to your company website
- Listing on State Street Promotional Banner
- Invitation to Sponsor Luncheon this spring and KRC Grant Distribution dinner next fall
- Social Media Sponsorship Spotlight
- 2 Complimentary Race entries
- Self-promotional opportunities by supplying branded item to be inserted into the swag bag
- Marketing table and space provided at the Kennett Run Event.

Silver Sponsors \$1500

- Company Name on back of Race Shirts
- Company Logo on Kennett Run Website
- Social media Exposure
- Invitation to KRC Sponsor Luncheon this Spring and Grant Distribution dinner in the Fall
- Self-promotional opportunities by supplying branded item to be inserted into swag bag
- Marketing table and space provided at the Kennett Run Event.

Bronze Level \$500

- Social media exposure
- Self-promotional opportunities by supplying branded item to be inserted into the swag bag
- Marketing table and space provided at the Kennett Run Event

Table Sponsor \$250

- Self-promotional table and space provided at the Kennett Run Event



Sponsorship Opportunities

Identified as the Title Sponsor in all Kennett Run materials	✓					
Company Logo along with KRC Logo on Front of Race Shirt	✓					
Company Logo next to KRC logo on Volunteer shirts	✓					
Representative of Title Sponsor able to address attendees at event	✓					
Company Logo next to KRC logo on Bibs. (Art finalized 3/1/23)	✓					
Pole Banner on State Street displaying your company logo	✓	✓	✓			
Company Logo listed next to KRC logo on State Street promotional banner	✓					
Listing on State Street promotional banner before the race	✓	✓	✓	✓		
Specific Race named for Sponsor (5K, 10K 1 Mile)		✓				
Complimentary Kennett Run Race Entries with Race Shirts	10 Total	6 Total	4 Total	2 Total		
Company logo or name listing on Kennett Run Race shirts	Logo Front	Logo Top-Back	Logo Mid-Back	Name Listed		
Company logo with Hot link from Kennett Run Website to sponsor Website	✓	✓	✓			
Listing on Swag Bag Thank You Letter	Logo	Name Listed	Name Listed			
Social Media Sponsorship Spotlight During April and May	✓	✓	✓			
Social Media exposure				✓		
Logo on Event Advertising	✓	✓	✓			
Invite to Sponsor Luncheon this spring and KRC Grant Distribution next Fall	✓	✓	✓	✓		
Supply branded item for you company to be inserted into the swag bag	✓	✓	✓	✓	✓	
Self-promotional table and space at the Kennet Run Event	✓	✓	✓	✓	✓	✓
Investment	\$10,000 Min	\$5,000	\$2,500	\$1,500	\$500	\$250



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Sponsorship Agreement

I agree to join Kennett Run Charities, Inc. in presenting the 34th annual Kennett Run on Saturday, May 6, 2023 as a sponsor.

Selected Sponsorship Level (choose one)

- | | |
|---|--|
| <input type="checkbox"/> Title Sponsor \$10,000 min. (1 avail.) | <input type="checkbox"/> Race Sponsor \$5,000 (3 avail.) |
| <input type="checkbox"/> Gold Sponsor \$2,500 | <input type="checkbox"/> Silver Sponsor \$1,500 |
| <input type="checkbox"/> Bronze Sponsor \$500 | <input type="checkbox"/> Table Sponsor \$250 |

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 2023
- 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 2023 Kennett Run at the level selected above for the 2023 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: _____