



Kennett Run Charities, Inc.
PO Box 327
Kennett Square PA 19348
r_a_merkle@hotmail.com
610-742-4614



2025 Kennett Run Sponsors

February 1, 2025

Dear Kennett Run Sponsors,

Kennett Run Charities (KRC) has been building the Kennett Run for the past 35+ years to be a valuable brand-building partner for local businesses and to improve the quality of life in our community. Participants return to running the Kennett Run at twice the national average. This is a solid demonstration of the quality of the experience we provide. Even though we are a small-town race, our quality brand helped us grow to be one of the top 10% largest running events in the United States.

KRC promotes the Kennett Run and our sponsors through a wide range of media to ensure that we reach everyone in Southern Chester County. We send emails in partnership with the four Southern Chester County school districts to essentially every household in the region. We work with multiple print outlets to place articles and advertisements in their publications, and send mailers to those in the immediate area. Additionally, we use e-mail to communicate directly with our runners, past and present. Finally, KRC uses social media outlets such as Facebook and Instagram regularly to inform individuals and businesses of our community impact, thank those who support us, and to keep our participants and spectators informed of our activities and plans.

Sponsors are critical partners to our success. We love to work with our sponsors to develop customized relationships. If one of our standard plans (ATTACHED), doesn't meet your sponsorship needs and you would like to explore customizing your sponsorship, we welcome you to email Bob Merkle at r_a_merkle@hotmail.com, or call 610-742-4614.

To select one of our standard sponsor packages, simply complete the attached agreement and return it to us before February 20, 2025, so we can include your business in all media opportunities at your selected level.

Your sponsorship is key to the success of the event and the organization's ability to give back to the community. THANK YOU for supporting Kennett Run and helping make this year the best ever!

Becky Devestine

Becky Devestine
Sponsorship Committee Member
Kennett Run Charities Inc

Sponsorship Opportunities

Support Provided/Earned	Gold \$2500	Silver \$1500	Bronze \$1000	Table \$350
Logo on runner shirts	✓	Name		
Logo on volunteer shirts	✓	Name		
Logo on State St banner	✓			
State St light pole banner	Name	Name		
Included in social media posts (Beginning in April)	✓	✓	✓	
Logo with link on website	✓			
Logo in event ads	✓			
Invitation to Spring luncheon	✓	✓		
Invitation to Fall grant awards presentations	✓	✓		
Complementary race entries	3	0	0	0
Branded swag distributed	✓	✓	✓	
Table at Run for self-promotion	✓	✓	✓	✓

Sponsorship Agreement

I agree to join Kennett Run Charities, Inc. in presenting the 36th annual Kennett Run on Saturday May 3, 2025 as a sponsor.

Select Sponsorship Level by selecting one:

- | | | |
|--------------------------|----------------|--------|
| <input type="checkbox"/> | Gold Sponsor | \$2500 |
| <input type="checkbox"/> | Silver Sponsor | \$1500 |
| <input type="checkbox"/> | Bronze Sponsor | \$1000 |
| <input type="checkbox"/> | Table Sponsor | \$350 |

Organization Name: _____

Contact Name and Title: _____

Contact Email Address: _____

Contact Phone Number: _____

Select your payment option:

- Payment in full enclosed
- Pay in 2 installments (half now and half due July 2025)
- Pay monthly in equal amounts over a 10-month period

Please mail signed agreement and payment(s) to:
Kennett Run Charities Inc, PO Box 327 Kennett Square PA 19348.

If we need to invoice you to initiate payment, or you want to pay over time, please complete the agreement and email it to bdevestine@pa4law.com.

Promotional support materials should be sent to Kennett Run Charities no later than 1 week after Date:

- Electronic logo to be used on all marketing and promotional materials
- URL to link your business website to the Kennett Run website

I agree to sponsor the 2025 Kennett Run at the level selected above for the 2025 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: _____