

# Marine Corps League



## WE'RE LOOKING FOR A FEW GOOD SPONSORS

May 1, 2011

In conjunction with the Marine Corps Reserve, the Tri-Cities, TN Detachment #969 of the Marine Corps League is hosting the 12th Annual Toys-4-Tots Mud, Sweat, and Cheers Event featuring a 1 Mile Kids Mud Run and a 5K Cross Country Mud Run. The event will take place at 8:00 am, Saturday September 24th, 2011, in Downtown Kingsport

This is a charity event for runners of all abilities. It is for family fun and not just a runner's event. We do our best to make these races enjoyable for participants and observers before, during, and after the runs.

The 63 year old Marine Corps Toys-4-Tots program makes a tremendous difference in the lives of the less fortunate children of our community. To a needy child, the gift of a shiny new toy at Christmas - something that most children take for granted - means that someone cares and that he/she hasn't been forgotten. Last year nearly 10,500 children in the Tri-Cities area received toys through Toys-4-Tots. This year we expect the need to be even greater.

The reason we are contacting you is to request sponsorship for our event. We cannot have this event without sponsors. The Marine Corps Reserve and the League work hard to make the Toys-4-Tots program a success, but we could never do it without the help of concerned citizens and business leaders like you.

Your sponsorship dollars will be used to defray the cost of this event, i.e. T-shirts, awards, postage, racing numbers, permits, insurance, etc, so that the race receipts can be used to purchase toys.

Both the Marine Corps League and the Toys-4-Tots organizations are tax exempt; so all donations are **TAX DEDUCTIBLE!**

Your sponsorship can include any or all of the following:

- a. **Monetary Donation** - Your company/organization will be recognized on our Race T-shirt and could be recognized during our media promotions on Radio and TV. Your company/organization will also be recognized at the awards presentation.
- b. **Samples at the race** - Your company/organization are encouraged to setup a display to sell or give samples at the race. Prior coordination will enable you to have adequate space on race day.

c. **Participate in the Races** - Your company/organization is encouraged to sign up as many runners as possible, challenge other organizations, etc.

d. **Provide food/beverages** - We provide refreshments for the runners and their families during this enjoyable family event.

We have five levels of sponsorship:

Overall Title -	\$5000	Silver -	\$250 - \$499
Race Title -	\$1000	Bronze -	\$100 - \$249
Gold/Activity	\$500 & up	Honorable Mention -	\$99 or less

Plaques will be awarded for the top five levels (Overall Title, Race Title, Gold, Silver and Bronze) of sponsorship.

Overall Title Sponsor will bring the event to the public. Overall Title Sponsor will be advertised on banners at the race, as well as receiving placement on the shirt front.

Race Title sponsors will “present” one of the two races. Race Title sponsors will be advertised on banners at the race, as well as receiving top placement on the shirts.

Sponsor donations are welcome and appreciated at any time. However, for your company/organization to be recognized on our T-shirts and advertisement for the current race, they must be received by *September 11, 2011*.

For additional information, contact Jack Larkey (423) 282-4905 or Steve Bickford (423) 483-5691.

Make checks payable to: MCL Tri-Cities, TN Det #969 and mail to:

Jack Larkey  
2413 Stewart Street  
Johnson City, TN 37601

or

Steve Bickford  
170 Douglas Shed Road  
Gray, TN 37615



THANK YOU