

Jingle Bell Run Sponsorship Letter

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Potential Sponsorship Partners:

The New Baltimore Parks and Recreation Department welcomes you to be a part of an annual tradition that has become a part of New Baltimore's community happenings. The Jingle Bell Run brings thousands of people to our community with the intentions of enjoying a 5K race while spreading the spirit of the holidays.

The Jingle Bell Run is now in its 24th year and as always, business sponsorships are always an important factor toward its success. This year we expect roughly 1,200 competitors will partake in the race and 1 mile fun run/walk. Our goal as a parks and recreation department is to provide the citizens and visitors of the Anchor Bay community with exceptional classes, programs, and events that will improve their quality of life.

With the help of our community supporters, the New Baltimore Parks & Recreation Department will be capable of promoting local businesses while improving recreational opportunities for our racing community. Please review the following information and learn how you can make a difference for the participants in the 24th Annual Jingle Bell Run.

Sponsorship Level	Sponsorship Description	Sponsorship Cost
Bronze Ornament	Lowest percentage of sponsored race t-shirts.	\$250
Silver Bells	Medium percentage of sponsored race t-shirts	\$450
Gold Star	Highest percentage of sponsored race t-shirts	\$650

- The number of shirts with your logo will be determined by the number of registered participants.
- All sponsors will be mentioned on the race registration forms, parks and rec website, and social media.

*All sponsors are encouraged to provide promotional handouts, coupons, information which can be given to the participants in their race packets. All products are due no later than December 2nd.

24th Annual Jingle Bell Run Sponsorship Inventory/INVOICE

Company Name: _____

Contact Person: _____

City, State, Zipcode: _____

Phone Number: _____

Email: _____

Sponsorships

Identify the sponsorship you or your company is purchasing with an "X"

_____	_____ (Adult Small – Adult XXL)
Bronze	1 Shirt w/Bronze Sponsorship
_____	_____ (AS – AXXL)
Silver	2 Shirts w/ Silver Sponsorship
_____	_____ (AS - AXXL)
Gold	4 Shirts w/ Gold Sponsorship (sizes)

Payment option selected:

- Check payable to "City of New Baltimore"
- Money Order payable to "City of New Baltimore"

Amount Enclosed: _____

Mail or drop off payment at:

New Baltimore Parks & Recreation Dept.
Attn: Michele DeBeaudry
50976 Washington St.
New Baltimore, MI 48047

*Deadline for 2016 sponsorship payment is Friday, November 11th.