



a 501(c)(3) nonprofit

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January 15, 2019

Dear Sir/Madam:

Since 1974, the Lakeland Runners Club, a 501(c)(3) nonprofit organization, has been committed to promoting the benefits of running and walking to people of all ages and abilities in Polk County. Sponsorships allow us to grow our community outreach programs with new runners, elementary and middle school students, and weekly group training runs. Our events provide opportunities for people to come together as a community, test their fitness level, compete and have fun. We strive to produce the best and most well-attended races in Lakeland, and recorded over 4,500 registrations at our 2018 events. Additionally, we give our support to the community by awarding ten \$1,500 scholarships to Polk County graduating seniors, and support the Polk Museum of Art, Heartland for Children, and Lakeland YMCA.

As a sponsor of the Lakeland Runners Club, your company's logo will be featured on our race shirts, our website, and in emails to our race participants. Prior to each event, we will recognize your company in our Facebook group with over 3,000+ members, and to our 2,000+ followers on Facebook, Instagram and Twitter. Details on our sponsor opportunities are listed on the following pages.

We value our sponsors and appreciate your support. We look forward to building a relationship in 2019 and ask for your commitment to support the Lakeland Runners Club by March 15, 2019.

On behalf of the 2019 Board of Directors,

Sarah Kozul

President, Lakeland Runners Club

lakelandrunners@gmail.com

SPONSORSHIP MATTERS



Lakeland Runners Club programs are possible with the support of community sponsors, and the time and talent of our 100%-volunteer organization.



The club produces five named events: three single event races, one 24-hour four race challenge and a three-race 5k series. Our 2018 events had a 28% increase in finishers over 2017.



The club offers training programs for beginners new to running, as well as elementary and middle school students. Spring Ahead, the club's 10-week beginner program, introduced the foundation for a healthier lifestyle through running to 88 participants last year. The elementary and middle school programs continue to reach over 100 students each year. The club hosts three group runs each week: an evening track workout, an early morning workout, and an evening hill run at Lake Hollingsworth to support a welcoming and inclusive running community.



Club membership grew 10%; membership is now over 800 members, with over 30% of members volunteering at LRC events and training programs. The club hosted 10 monthly member meetings with speakers, a free 3-mile fun run, and a holiday party.



Last year, the club sponsored ten \$1,500 scholarships for the Polk Education Foundation for five girls and five boys who participated in cross county or track in high school, supported Olympic dreams by donating \$1,500 to a travel fund to Junior Olympic Games for the Incredibles Track Team, donated \$2,055 to the Polk Museum of Art and \$1,500 to the YMCA, as well as donating race entry vouchers to the Kiwanis Cares of Kids Auction. The club also supported Heartland for Children Rudolph's Roundup with a toy drive and a \$500 donation.

2019 SPONSORSHIP OPPORTUNITIES

Your donation will support LRC training programs, free community group runs and educational meetings for our members. Your company logo will be printed on event shirts, and your company website linked from the LRC website and in race instructional and results emails for the events you select to sponsor. Before each race, your company will be recognized in our Facebook group with over 3,000+ members, and to our 2,000+ followers on Facebook, Instagram and Twitter.

\$2,000 LRC TITLE SPONSOR – 2 available

Logo placement just below presenting sponsor

\$1,000 LRC CLUB SPONSOR – 15 available

Logo placement below Title sponsors.

Title and Club Sponsors may provide promotional items for participants to select at bib pickup for both the Mayfaire 5k and Watermelon 5k Series, or share promotional content via a virtual goody bag for all events. Sponsors may also set up a tent/table at the finish area of Mayfaire 5k, Watermelon 5k Series, Aching Quad 2-mile race, Double Down 5k, and Lake to Lake 10k.

LRC INDIVIDUAL RACE SPONSOR – 5 available per event

Race Sponsors may set up a tent/table in the finish area or share promotional content via a virtual goody bag.

\$500 24th Annual Summer Sunrise Watermelon 5k Series Sponsor – June 8, Jul. 13 & Aug. 10.

This three-race 5K series around Lake Hollingsworth keeps runners motivated throughout the hot, humid summer months.

\$300 40th Annual Mayfaire 5K Sponsor – May 11. This premier evening 5K race is held in conjunction with the Mayfaire by-the-Lake festival, with a finish line on the Frances Langford Promenade at Lake Mirror. This race supports the Polk Museum of Art.

14th Annual Aching Quad Challenge Sponsor – Sept. 13 & 14. This challenge includes four races: a 5k on Friday, and a 1-mile, 2-mile, and 5k on Saturday over a 24-hour period around Lake Hollingsworth, Lake Morton and Lake Hunter.

3rd Annual Double Down 5k Sponsor – Oct. 12. Held on Lakeland's Three Parks Trail, this race gives participants an opportunity to cheer each other on a double loop course.

43rd Annual Lake to Lake 10k Sponsor – Nov 2. The oldest continual race in Polk County. Held since 1977, the 10k winds through Lakeland's chain of lakes and historic district before finishing on the Frances Langford Promenade at Lake Mirror, this course is as challenging as it is beautiful. This race supports the Lakeland YMCA.

SPONSOR AGREEMENT

Please complete and return to
Lakeland Runners Club, Inc. • P.O. Box 1484 • Lakeland, FL 33802
lakelandrunners@gmail.com

- Title Sponsor \$2,000** – can be invoiced in two installments*
- Club Sponsor \$1,000** – can be invoiced in two installments*
- Watermelon 5k Series Sponsor \$500**
- Mayfaire Sponsor \$300**
- Aching Quad Challenge Sponsor \$300**
- Double Down 5k Sponsor \$300**
- Lake to Lake 10k Sponsor \$300**

Company: _____ Signature: _____ Date: ____/____/____

Check Attached Please invoice _____

Contact name and email for event coordination:

Name: _____

Email: _____

Schedule:

60 days prior to event: payment & logo must be received to be included on shirt and in marketing materials

30 days prior to event: virtual goody bag content due

2 to 4 days prior to the event: Deliver promotional items for distribution at bib pickup to

Lakeland Runners Club

c/o Fitniche

1523 Town Center Dr

Lakeland FL 33803

*Payments due and payable March 15, 2019 and July 1, 2019