



PO Box 637, 220 Chatham Business Drive, Pittsboro, NC 27312  
P: 919-542-7449 F: 919-542-0238 [www.chathamkids.org](http://www.chathamkids.org)

Dear Friend of Children,

Please join in the fight for a healthier community! The sedentary tendencies of daily life take a toll on both adults and children in our community, and the Chatham County Partnership for Children is working to combat this trend and encourage physical activity. We know that the health of your employees, their families and children, and the rest of the community, is important to the success of your business. We invite you to make an investment in the health of your community and the success of your organization by supporting the **14th Annual 5K Reindeer Run/Walk** on December 8, 2018, at Central Carolina Community College's Pittsboro campus.



The Reindeer Run is one of the most well attended races in the area, bringing in over 400 participants each year. We have several sponsorship levels to choose from, and we also appreciate in-kind donations that could be shared with race participants. By sponsoring this event you are helping make the 5K Reindeer Run/Walk a success, as well as supporting safe physical activity environments for community members in Chatham County. This event is supported by a community-based coalition of volunteers to promote the importance of physical activity as part of a healthy lifestyle.

Chatham County Partnership for Children uses this race to raise local funds to promote healthy lifestyles in Chatham County Schools, child care centers and preschools, worksites and the community. Past proceeds have been used to purchase physical activity equipment for the Chatham Child Development Center, Perry Harrison Elementary School, and Sonflower Seeds Preschool & Learning Center. We have helped rebuild the Town Lake Park trail bridges, expand trails with the Triangle Land Conservancy, pave a walking loop at Mary Hayes Barber Holmes Park Greenway, and support the development of the Robeson Creek Greenway.

With the financial support of community sponsors, we hope to cover the full cost of the race, allowing all race proceeds to be used for valuable health promotion projects like the ones mentioned above.

The attached materials provide specifics on how your company can derive maximum benefits and exposure as a sponsor. If a financial contribution is not feasible, we also encourage any in-kind donations that could be shared with race participants. Thank you for your consideration.

For more information, please contact our Reindeer Run Race Director Erin Jobe on her cell at 270.860.3395 or [reindeerrun@chathamkids.org](mailto:reindeerrun@chathamkids.org). Find the event online at [www.chathamkids.org/5k](http://www.chathamkids.org/5k).

**Join us in promoting a healthy Chatham County!**

With grateful appreciation,

Genevieve Megginson, Executive Director

*The Partnership for Children is a United Way of Chatham County agency and encourages participation in the current annual campaign.*



a partner in the  
smart start network 



# Reindeer Run 5K December 8, 2018

## Sponsorship Opportunities

Privileges	Gold \$500	Silver \$250	Bronze \$100
5k Reindeer Run race entry and shirt	3	2	1
Company name on event sign	✓	✓	✓
Recognized on race websites	✓	✓	✓
Promotional materials in race bag	✓	✓	✓
Company name on race shirt	✓	✓	
Table to distribute materials at race	✓		
Recognized in press release	✓		
Company logo on shirt	✓		
Company rep on stage for awards ceremony	✓		

Chatham County Partnership for Children is a tax-exempt 501(c)3 nonprofit (Tax ID 56-1885127).  
All donations are tax deductible as allowable by law.

To register as a sponsor, fill out the attached form or register online at: [chathamkids.ejoinme.org/5ksponsor](http://chathamkids.ejoinme.org/5ksponsor)

Sponsors who make a total contribution of \$1000 or more within 12 months (across all events) will be listed on the Partnership website as an “*Early Childhood Champion*” for 12 months. (See attached upcoming sponsor opportunities).

If you prefer, we can design a custom sponsorship program that meets your company’s needs. Please contact Genevieve Megginson at (919) 542-7449 ext. 124 or [genevieve@chathamkids.org](mailto:genevieve@chathamkids.org) for more information.



# Reindeer Run 5K December 8, 2018

## Sponsor Registration or Donation

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Sponsorship/Donation:      \_\_\_ Gold \$500      \_\_\_ Silver \$250      \_\_\_ Bronze \$100

\_\_\_ Other Donation (please specify: \_\_\_\_\_)

**Check One:**

\_\_\_ My payment is enclosed.      \_\_\_ My payment will be made online.

\_\_\_ I prefer to be invoiced on \_\_\_\_\_, 2018, for my Sponsorship. I understand that my signature indicates a commitment to pay.

\*\*Sponsor payments must be received by **November 5, 2018** to be included on shirts and other printed materials.\*\*

Authorized Signature/Title: \_\_\_\_\_ / \_\_\_\_\_

Send your completed form and payment to: Chatham County Partnership for Children, PO Box 637, Pittsboro, NC 27312. You can also register as a sponsor and make your payment online at: [chathamkids.ejoinme.org/5ksponsor](http://chathamkids.ejoinme.org/5ksponsor).



# Upcoming Sponsor Opportunities



BLUE JEANS & BLING  
Benefit for Children

Fundraising Benefit Auction  
TBD 2019  
The Barn at Woodlake Meadows  
Sponsorship range: \$50-\$1,000  
Payments due: February 1, 2019



Jordan Lake  
12-HOUR CHALLENGE  
& 6-HOUR CHALLENGE

Athletic Event  
April 13, 2019  
Jordan Lake Educational State Forest  
Sponsorship range: \$100-\$300  
Payments due: March 31, 2019

If you would like to sponsor one of our other events, please fill out the contact form below so that we can send you the forms for that sponsorship opportunity. Sponsors who make a total contribution of \$1000 or more within 12 months (across all events) will be listed on the Partnership website for 12 months as an **“Early Childhood Champion.”**

If you prefer, we can design a custom sponsorship program that meets your company’s needs. Please contact Genevieve Megginson at (919) 542-7449 ext. 124 or [genevieve@chathamkids.org](mailto:genevieve@chathamkids.org).

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Event(s) of interest: \_\_\_\_\_ Blue Jeans & Bling Benefit for Children \_\_\_\_\_ Jordan Lake 12-Hour Challenge