



RE: 10th Annual Hot Pink Fun Run Sponsorship Opportunities

Dear Friend:

The Placer Breast Cancer Foundation is proud to host the 10th Annual Hot Pink Fun Run event. This family-friendly fun run/walk will be held the morning of Sunday, September 24, 2017 and will start and end at Civic Center Plaza on Vernon Street in Downtown Roseville. All proceeds from this event will benefit the Placer Breast Cancer Foundation.

Last year's event drew over 1,000 participants, dozens of volunteers and raised more than \$30,000 in funds for local breast cancer research. This year we expect more than 1,200 participants to register for our 1 mile, 5K and 10K race options.

The Placer Breast Cancer Foundation is dedicated to raising funds to fund new research and health education opportunities for our region. For more information about the Placer Breast Cancer Foundation, visit www.wethinkpink.org.

Please support breast cancer research, prevention and education by becoming a sponsor of the Hot Pink Fun Run. The Placer Breast Cancer Foundation is 501(c)3 non-profit organization (tax ID # 27-0690037). Contributions made to the fund are tax deductible to the extent allowable by law.

If you are interested in becoming a sponsor please contact Sponsorship Chair, Joe McCaslin, at (916) 878-8361 or jmccaslin2013@gmail.com, Sponsorship Co-Chair, Charlie Harrison, at (916) 773-3343 or Harrison.Charlie@principal.com, or Race Director, Aldo Pineschi, at (916) 532-8079 or aldo@surewest.net.

Respectfully,

Handwritten signature of Aldo Pineschi in black ink.

Aldo Pineschi

Handwritten signature of Carol Garcia in black ink.

Carol Garcia

Handwritten signature of Joe McCaslin in black ink.

Joe McCaslin

Handwritten signature of Charlie Harrison in black ink.

Charlie Harrison



Sponsorship Levels



The Placer Breast Cancer Foundation will hold the 10th annual Hot Pink Fun Run on Sunday, September 24, 2017. We ask for your support of this fun, family-friendly event. For more information about sponsorships please contact Sponsorship Chair, Joe McCaslin, at (916) 878-8361 or jmccaslin2013@gmail.com, Sponsorship Co-Chair, Charlie Harrison, at (916) 773-3343 or Harrison.Charlie@principal.com, or Race Director, Aldo Pineschi, at (916) 532-8079 or aldo@surewest.net. In-kind sponsorship opportunities are also available.

The Runner's High \$5,000

- Premier booth location
- Premier position on all marketing pieces
- Premier position on banners at event
- Premier position on website, Facebook
- Premier position on t-shirts
- Company name at start/finish line
- Company name on stage during event
- Premier program recognition
- Mentions by emcee during event
- Exclusivity within industry
- 10 entries in race

The Second Wind \$2,500

- Booth location
- Logo on all marketing pieces
- Logo on banners at event
- Logo on website, Facebook
- Logo on runner t-shirt
- Program recognition
- Mentions by emcee during event
- Eight entries in race

The Warm-up \$1,000

- Booth location
- Logo on website and t-shirts
- Program recognition
- Mention by emcee during event
- Six entries in race

The Cool-down \$750

- Booth location
- Logo on t-shirts
- Program recognition
- Mention by emcee during event
- Four entries in race

Booth \$300

- Booth location
- One entry in race

The Shoe String \$150

- One entry in race

SPONSOR REGISTRATION FORM (Please email to Joe McCaslin at jmccaslin2013@gmail.com):

Business Name _____

Mailing Address _____

Contact Name _____ Phone _____

E-mail _____ Fax _____

Sponsorship: Runner's High Second Wind Warm-up Cool Down Booth Shoe String

If your sponsorship level comes with a booth space, would you like to donate that space to a non-profit? _____

Credit Card # (visa/mc only) _____ Exp. Date _____ Sec. Code _____

Signature _____