**KAPAAW Virtual 5k Walk/Run Sponsorship Letter**

April 10, 2021 – May 31, 2021

We cordially invite you to participate as a sponsor of the KAPAAW Virtual 5k Walk/Run. This event will raise money to provide resources and fund programs that benefit black women and their families. The kickoff event will be held **Saturday, April 10, 2021** at **The Trauma Informed Counseling Center in Lexington, KY**. The 5k will kick off at 1:00pm and will include shirt pickup, music, entertainment, giveaways and more!

Your sponsorship helps by:

* Encouraging people to get out in the community and be active
* Promoting your brand (details below)
* Giving to the great cause of a local organization

There are various levels of sponsorship for the KAPAAW 5k Walk/Run. Size and placement of logos on t‐shirts and web site are based on sponsorship level.

Platinum Level Sponsor‐‐$1000 (only one available)

* Listed as top sponsor on web site with logo and link
* Listed as top sponsor in quarterly newsletter with logo
* Prominent display of logo on all race t‐shirts
* Promotional materials distributed at kickoff
* Sponsor of grab to go meal

Gold Level Sponsor‐‐‐$500 (7 available)

* Listed as sponsor on web site with link
* Listed as sponsor in quarterly newsletter
* Company logo on back of race t‐shirt
* Promotional materials distributed at kickoff

Silver Level Sponsor‐‐$350 (2 available)

* Listed as sponsor on web site with link
* Listed as sponsor in quarterly newsletter
* Company logo on back of race t‐shirt

Bronze Level Sponsor‐‐$250 (unlimited)

* Listed as sponsor on web site and in quarterly newsletter
* Promotional materials distributed at kickoff

Friend of KAPAAW ‐‐ $100

* Listed as sponsor on web site and in quarterly newsletter

Thank you in advance your consideration of becoming a race sponsor. Please contact us to set up a sponsorship. You may call or email if I may answer any questions. I can be reached at 859-813-5419 or [kapaaw16@gmail.com](mailto:kapaaw16@gmail.com).

Respectfully,

Tiffany Brannon

CEO

859-813-5419