



**ALPHARETTA ROTARY CLUB
&
CITY OF ALPHARETTA**
*Invites your company to be featured at the
15th Annual Mayor's Challenge Road Race*

ALPHARETTA MAYOR'S CHALLENGE

Fast Facts

- 15th Annual Mayor's Challenge is on Saturday, May 14, 2011.
- Long-term established race
- Nearly 1,000 runners
- 5K & 10K race begins at 7:15am at Alpharetta City Pool at Wills Park
- Fun Run/Walk begins at 8:30am
- 11,000 email blasts sent to potential runners
- Full page newspaper ad with 28,000 circulation
- Race event is for the serious runner and is healthy family-fun outing
- 10K race Peachtree Qualifier and 5K/10K races with timing chips
- Raffle a trip for two to & entry in the 2012 Disney World Marathon
- Runners pancake breakfast at the finish line
- 100% proceeds benefit annual community charities contributing thousands of dollars over 14 years
- Register online at www.active.com or download application at www.alpharetta.ga.us and www.mayorschallenge.com
- For more information, contact James Benson at 404-210-0033 or james.benson@verizonwireless.com.





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SPONSOR PACKAGES



Naming Rights Sponsor - \$2,500

- Title sponsor in addition to the Platinum Sponsor Package



Platinum Sponsor - \$1,000

- Recognition in :30 seconds announcements throughout race*
- 10' x 10' hospitality booth space for company employees to promote products/services**
- Company logo prominently featured on appreciation banner
- Company logo prominently featured on race t-shirts and see your name running all over town
- Press releases sent to key newspapers and magazines
- 6 event tech-shirts / race entry for a 4 person team



Gold Sponsor - \$500

- Recognition in :30 seconds announcements throughout race*
- 10' x 10' hospitality booth space for company employees to promote products/services**
- Company logo prominently featured on appreciation banner
- Press releases sent to key newspapers and magazines
- 4 event tech-shirts / race entry for 2 individuals



Silver Sponsor - \$250

- 10' x 10' hospitality booth space for company employees to promote products/services**
- Press releases sent to key newspapers and magazines
- 2 event tech-shirts / race entry for 1 individual



Friend of Rotary - \$150

- Press releases sent to key newspapers and magazines
- 1 event tech-shirt

*Sponsor to write: 30 second script and provide to
Alpharetta Rotary Club / Mayor's Challenge by Friday, May 6, 2011.

**Tent, tables and chairs to be supplied by sponsor. Limited space at event may
vary booth participation. Confirm your sponsorship early!



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SPONSORSHIP APPLICATION

If your company is interested in partnering, please complete this Sponsorship Application. PLEASE NOTE: Based upon date of this application, some sponsor benefits may not be available due to printing deadlines.

By reading this information and signing, I hereby agree to and understand the enclosed sponsorship packages for the 2011 Mayor's Challenge. Please indicate your partnership level: PLATINUM SPONSOR \$1,000 GOLD SPONSOR \$500 SILVER SPONSOR \$250 FRIEND OF ROTARY \$150

COMPANY _____

CONTACT NAME _____

TITLE _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____ CELL _____

EMAIL ADDRESS _____

AMOUNT ENCLOSED _____ TODAY'S DATE _____

AUTHORIZED SIGNATURE _____

Credit Card Option	Check Option
Visa _____ AE _____ MC _____ Exp Date _____ Credit card _____ V-Code _____ (3 or 4 digits on signature line) Fax to: James at 678-339-8668	Amount Enclosed: _____ Check # _____ Check Payable to: Alpharetta Rotary Club PO Box 761 Alpharetta, GA 30009

YOUR TAX DEDUCTIBLE DONATION SUPPORTS 20+ CHARITIES IN THE NORTH FULTON. THANKS FOR YOUR SUPPORT!

