



**FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

2011 YMCA REINDEER RUN

Sponsorship Package

Proceeds from sponsorships go to the YMCA Strong Kids Campaign

Every year, the YMCA raises funds to provide scholarships for membership and program subsidies through our Strong Kids Campaign, ensuring that "no one is turned away due to the inability to pay."

Corporate Exposure

Exposure to a wide range of groups at a local level.

- Over 300 runners and their families participating.
- Local PR Coverage of the Reindeer Run.
- Our website, www.tylerymca.org.
- Clothing provided to our runners.
- YMCA member newsletter for all 3,000 members



SPONSORSHIP OPPORTUNITIES:

OFFICIAL RACE SPONSOR - \$2,500

- Name/logo on top of Reindeer Run t-shirt (large font)
- Recognition in Tyler Morning Telegraph
- Mileage marker signage and banner at race start/finish line
- Recognition on posters and registration forms
- Race entries for four runners
- Opportunity to place advertising products on sponsor tables

SANTA'S HELPERS - \$1,000

- Name/logo on upper area of Reindeer Run t-shirt (large font)
- Recognition in Tyler Morning Telegraph
- Mileage marker signage and banner at race start/finish line (sponsor provides signs)
- Recognition on posters and registration forms
- Race entries for three runners
- Opportunity to place advertising products on sponsor tables

SANTA'S ELVES IN-KIND DONATION

Donations with a value over \$1,000 will have the same benefit as a sponsor.

Donations with a value of less than \$1,000:

- Name/logo on bottom of Reindeer Run t-shirt (small font)
- Mileage marker signage
- Opportunity to place advertising products on sponsor tables

MRS. CLAUS'S HELPERS - \$500

- Name/logo on center area of Reindeer Run t-shirt (medium font)
- Recognition in Tyler Morning Telegraph
- Mileage marker signage
- Recognition on posters and registration forms
- Race entries for two runners
- Opportunity to place advertising products on sponsor tables

FRIENDS OF RUDOLPH - \$250

- Name/logo on bottom of Reindeer Run t-shirt (small font)
- Mileage marker signage
- Race entry for one runner
- Opportunity to place advertising products on sponsor tables



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YMCA REINDEER RUN

BENEFITING THE YMCA STRONG KIDS CAMPAIGN



Name _____ Title _____

Sponsor Name _____

(As it will be written on all printed materials)

(Logo must be enclosed with payment, or emailed to bsalisbury@tylerymca.org)

Address _____

City _____ State _____ Zip _____

Phone (____) _____ Fax (____) _____

Email _____

I wish to remain anonymous

I am unable to sponsor at this time, however, I would like to make a donation of \$ _____

Please Check the appropriate level of participation:

- | | |
|--|---|
| <input type="checkbox"/> \$2,500 – Official Race Sponsor | <input type="checkbox"/> \$1,000 – Santa’s Helpers |
| <input type="checkbox"/> \$500 – Mrs Claus’s Helpers | <input type="checkbox"/> \$250 – Friends of Rudolph |
| <input type="checkbox"/> In-kind donation – Santa’s Elves (specify valued amount: _____) | |

Total Enclosed \$ _____

- My check is enclosed and made payable to the YMCA of Tyler
- I would like to use my Visa Mastercard
- Card No. _____ Exp, _____

Signature _____

***Please mail payment along with this form to the Tyler YMCA,
225 S Vine Ave, Tyler, TX 75702***