



Dear Prospective Sponsor,

The 6th annual Lytle Law 5k for Children's Hospital of The King's Daughters will be May 19, 2012. For the past five years, businesses like yours have given back to our community by becoming sponsors of the Lytle Law 5k.

This event provides a meaningful investment for sponsorship participants. We invite you to take advantage of this exceptional advertising and promotional opportunity as a sponsor. Expose your business through on-line advertising, t-shirts, banners, vendor spaces, and much more. We hope that you will join us for this worthwhile community event.

**All sponsorships must be completed no later than Friday, April 20, 2012.**

If you have any questions or would like more information, please contact Missy Touchstone or Lara Beck at Lytle Law at (757) 595-5655 or go to [www.lytlelaw5k.com](http://www.lytlelaw5k.com). We look forward to hearing from you. Thank you for your consideration and support.

Sincerely,

Missy Touchstone  
Sponsor Director

Since 2007, the Lytle Law  
5K has raised over  
**\$70,500** for CHKD!



CHKD telethon



Company/Agency Name: \_\_\_\_\_  
agree(s) to provide a financial sponsorship for the 6th annual Lytle Law 5k for CHKD on **May 19, 2012**. As a sponsor, I understand that I will receive the applicable sponsorship opportunities described in this packet. I further understand that these opportunities will not be valid until this agreement is signed and my check has been issued to and accepted by Lytle Law. As a sponsor, I agree to provide digital artwork for all promotional advertising as soon as possible.

Sponsor Name: \_\_\_\_\_ Title: \_\_\_\_\_

Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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

Daytime Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

**Please check appropriate sponsorship:**

**Bronze Sponsor \$250.00**

- Two (2) complimentary race entries (includes race t-shirts)  
**OR 2 race t-shirts OR combination of \_\_\_\_\_ race entry and \_\_\_\_\_ race t-shirt**
- Sponsor link on lytlelaw5k.com web site
- Sponsor name featured on banner at the start/finish line
- Space for booth to display merchandise or services at race

**Silver Sponsor \$500.00**

- Five (5) complimentary race entries (includes race t-shirts)  
**OR 5 race t-shirts OR combination of \_\_\_\_\_ race entries and \_\_\_\_\_ race t-shirts**
- Sponsor name printed on the back of event t-shirts  
(must provide electronic logo by April 20)
- Sponsor link on lytlelaw5k.com web site
- Sponsor name featured on banner at the start/finish line
- Space for booth to display merchandise or services at race
- Sign to display at business showing your support for CHKD

**Gold Sponsor            \$750.00**

- Ten (10) complimentary race entries (includes race t-shirts)  
**OR 10 race t-shirts OR combination of \_\_\_\_\_ race entries and \_\_\_\_\_ race t-shirts**
- Sponsor name or logo featured on the back of event t-shirts  
(must provide electronic logo by April 20)
- Sponsor link on lytlelaw5k.com web site
- Sponsor name or logo featured on banner at the start/finish line
- Space for booth to display merchandise or services at race
- Sign to display at business showing your support for CHKD

**Platinum Sponsor    \$1,000.00**

- Fifteen (15) complimentary race entries (entry includes t-shirts)  
**OR 15 race t-shirts OR combination of \_\_\_\_\_ race entries and \_\_\_\_\_ race t-shirts**
- Sponsor name or logo prominently featured on the back of event t-shirts  
(must provide electronic logo by April 20)
- Opportunity to display your signage along course or at mile markers
- Sponsor link on lytlelaw5k.com web site
- Recognition at start of race and awards ceremony
- Sponsor name or logo featured on banner at the start/finish line
- Space for booth to display merchandise or services at race
- Sign to display at business showing your support for CHKD

Products, services or monetary donation to support this event:

\_\_\_\_\_

Dollar Value \$ \_\_\_\_\_

In kind donations will be treated same as cash in terms of sponsorship.

All participants are encouraged to set up a booth and bring informational brochures, giveaways or other promotional items to distribute at this event. Please bring any tents, tables or chairs, etc. that you may need and be fully set up by 7:30 AM on race day.

**The deadline for booth space reservation is May 1, 2012.**

Please send this completed commitment form with check made payable to:

Lytle Law 5k

11801 Canon Boulevard, Suite 200

Newport News, Virginia 23606

If you have questions, please feel free to contact Missy Touchstone, Sponsor Director, at 757-595-5655 (office), 804-873-0255 (cell) or by e-mail at [mktouchstone@lytlelaw.com](mailto:mktouchstone@lytlelaw.com).