



Dear Prospective Sponsor,

This will be the 4th anniversary of the Lytle Law 5k run for Children's Hospital of The King's Daughters. For the past three years, businesses like yours have given back to our community by becoming sponsors of the Lytle Law 5k race.

This event provides a meaningful investment for sponsorship participants. In addition to the standard 5k run, we also include a separate one mile "Miracle Mile" walk with proceeds to benefit CHKD.

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

Please submit the enclosed Sponsorship Commitment by **Friday, April 16, 2010** in order for your logo to be included on the race t-shirts.

If you have any questions or would like more information, please contact Lara Beck at Lytle Law at (757) 595-5655 or go to www.lytlelaw5k.com. We look forward to hearing from you. In advance, thank you for your support.

Sincerely,

Lara G. Beck
Race Director

Since 2007, the Lytle Law
5K has raised almost
\$33,000 for CHKD!



CHKD telethon



Company/Agency Name: _____

agree(s) to provide a financial sponsorship for the 4th annual Lytle Law 5k run for CHKD on May 15, 2010. 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.

Sponsor Name: _____ Title: _____

Sponsor Signature: _____ Date: _____

Mailing Address: _____

Daytime Phone: _____ Fax: _____

E-mail Address: _____

Please check appropriate sponsorship:

Platinum Sponsor \$1,000.00

- Fifteen (15) complimentary race entries (includes race t-shirts)
- Sponsor name or logo prominently featured on the back of event t-shirts
- 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
- Opportunity to display merchandise or services at the race
- Sign to display at business showing your support for CHKD

Gold Sponsor \$750.00

- Ten (10) complimentary race entries (includes race t-shirts)
- Sponsor name or logo featured on the back of event t-shirts
- Sponsor link on lytlelaw5k.com web site
- Sponsor name or logo featured on banner at the start/finish line
- Opportunity to display your merchandise or services at the race
- Sign to display at business showing your support for CHKD

- Silver Sponsor \$500.00**
 - Five (5) complimentary race entries (includes race t-shirts)
 - Sponsor name printed on the back of event t-shirts
 - Sponsor link on lytlelaw5k.com web site
 - Sponsor name featured on banner at the start/finish line
 - Opportunity to display your merchandise or services at the race
 - Sign to display at business showing your support for CHKD

- Bronze Sponsor \$250.00**
 - Two (2) complimentary race entries (includes race t-shirts)
 - Sponsor link on lytlelaw5k.com web site
 - Sponsor name featured on banner at the start/finish line
 - Opportunity to display your merchandise or services at the race

We would like to make a donation of \$ _____

We would like to donate the following products or services to support this event:

Dollar Value \$ _____

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

All participants are encouraged to bring informational brochures, giveaways or other promotional items to distribute at this event.

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 Lara Beck, Race Director, at 757-595-5655 or by e-mail at lgbeck@lytlelaw.com.