



**On Sunday,
May 20, 2012
the Lucy
Robbins Welles
Library will be
holding its
16th annual
5K road race
fund raiser.**

**The race draws over 350
local runners, their families
and volunteers of all ages to
Newington's waterfall area
for a morning of friendly
competition, fellowship,
awards and prizes.**

**This brochure outlines race
sponsorship opportunities
that are available.**

**Become a 2012 race
sponsor and connect with
your community!**

**Contact Eric Rothausser at
860-522-7161 or Anna Eddy
at 860-666-6046 for more
information.**

**Lucy Robbins Welles
LIBRARY**

95 Cedar Street, Newington, Connecticut 06111
Voice: 860-665-8700 Fax: 860-667-1255
<http://www.newingtonct.gov/library>

Ready, Set, Race!

Newington Library

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5K Challenge

Mark Your Calendar

May 20, 2012

9:00 a.m.

LUCY ROBBINS WELLES LIBRARY

Newington, CT

16th ANNUAL

5K CHALLENGE road race

Sponsorship Levels

Platinum Sponsorship: \$3,000

A platinum sponsorship would indicate that the sponsor is the title sponsor for the event and its logo would be **featured on the front** of all **volunteer** and **runner** T-shirts. Further, the platinum sponsor would be recognized on the race registration form, on the library's website and on the sponsor board that will be on display at the race and for two weeks in the lobby of the library. **On-site banners (2) at either start/finish line/awards area (sponsor provides) plus exhibition space at event. Eligible for five (5) complimentary race entries.**

Presenting Sponsorship: \$2,500

A presenting sponsorship would indicate that the sponsor is specifically recognized as being the sponsor for the presentation of the awards. The sponsor would also be **prominently recognized on the back** of the T-shirts, the race registration form, on the library's website, and on the sponsor board that will be on display at the race and for two weeks in the lobby of the library. **On-site banners (2) at ceremony area (sponsor provides) plus exhibition space at event. Eligible for five (5) complimentary race entries.**

Finish Line Sponsorships \$1,500 (more than one can apply)

A finish line sponsorship would indicate that the sponsor is specifically recognized as being the sponsor for the finish line/chutes.

Finish Line Sponsorships (continued)

The sponsor would also be **recognized on the back** of the T-shirts, the race registration form, on the library's website, and on the sponsor board that will be on display at the race and for two weeks in the lobby of the library. **On-site banner (1) at finish line (sponsor provides) plus exhibition space at event. Eligible for three (3) complimentary race entries.**

Hospitality Sponsorships \$1,000 (more than one can apply)

A hospitality sponsorship would indicate that the sponsor is specifically recognized as being the sponsor for race hospitality and refreshments. The sponsor would also be **recognized on the back** of the T-shirts, the race registration form, on the library's website, and on the sponsor board that will be on display at the race and for two weeks in the lobby of the library. **On site banner (1) at refreshment area (sponsor provides) plus exhibition space at event. Eligible for three (3) complimentary race entries.**

Gold Sponsorship: \$500 (more than one can apply)

A gold sponsor's logo is included on the back of the T-shirts, and will receive recognition on our application forms, a listing on the library's website, and a listing on the sponsor board that will be on display at the race and for two weeks in the lobby of the library. **Eligible for two (2) complimentary race entries.**

Silver Sponsorship: \$250 (more than one can apply)

A silver sponsor will receive recognition on our application forms, a listing on the library's website, and a listing on the sponsor board that will be on display at the race and for two weeks in the lobby of the library. **Eligible for two (2) complimentary race entries.**

Trustee Sponsorship: \$100 (more than one can apply)

A trustee sponsor, a current or former member of the LRWL Board of Trustees, will receive recognition on our application forms, a listing on the library's website, and a listing on the sponsor board that will be on display at the race and for two weeks in the lobby of the library. **Eligible for one (1) complimentary race entry.**

