



10TH ANNUAL 5K RUN/WALK

KIBALI, RWANDA / COLORADO SPRINGS, CO

SATURDAY, AUGUST 5, 8:00 A.M., COTTONWOOD CREEK PARK

For the past seven years, simultaneous races have occurred in Kibali, Rwanda and Colorado Springs, Colorado. The efforts of these athletes and generous sponsors have raised more than \$160,000. All proceeds from the event directly benefit the impoverished community of Kibali, Rwanda. The majority of the funds are designated for the construction of a much-needed health clinic. A portion of the proceeds also fund school scholarships.

CORPORATE SPONSORSHIP OPPORTUNITIES

ALL SPONSORSHIP LEVELS RECEIVE:

- Logo on Run for Rwanda website (RunForRwanda.org) linked to sponsor's website
- Race exhibit space
- Insert in participants' registration packets

GOLD LEVEL: \$1500 (ONE COMPANY)

- 3" logo on race t-shirt
- Identified as host sponsor with most prominent logo on website and printed material
- Logo on separate banner at start/finish line
- Logo on email to R4R email list

SILVER LEVEL: \$1000 (TWO COMPANIES)

- 2" logo on race t-shirt
- Logo on all R4R printed materials
- Logo on email to R4R email list
- Logo on start/finish banner

BRONZE LEVEL: \$500

- 1" logo on race t-shirt
- Logo on all R4R printed materials
- Logo on email to R4R email list

BASIC SPONSORSHIP: \$300

- Name on race t-shirt

GOODS & SERVICES:

Donations of materials, goods, and services needed for the event are greatly appreciated. In-kind donations may be applied toward sponsorship at one of the above levels.

EVENT DISTINCTIVES:

- Live Communication between Colorado Springs and Rwanda during the Run; live stream from Rwanda at COS start line
- Fast, accurate and scenic 5K course contained in Cottonwood Creek Park
- Team Water Carry Challenge
- Barefoot Runner division
- Free 1K fun run for kids 10 and under
- Early August date, attractive to high school runners and others wanting to test summer fitness
- Authentic African handicrafts for all prizes (also for purchase)
- Live African music
- Start-finish booths for corporate sponsors and vendors

EVENT PROMOTION:

- Media relations efforts with local newspapers, television, and radio stations (past years' feature articles printed in The Gazette, The Woodmen and Cheyenne Editions, and The Independent as well as radio commercials on KTLF Light Praise.
- Mailing to area high school cross-country coaches
- Posting on numerous regional running and fitness and general media websites and calendars
- Posters and brochure distribution in area retailers, health clubs and other businesses
- On-line registration
- RunForRwanda.org website
- Email promotion to 700+ past participants and to various running and fitness organizations
- Promotion and networking through Run for Rwanda Facebook group

To become a corporate sponsor, contact RaceDirector@RunForRwanda.org

All contributions are tax deductible

For additional information, visit RunForRwanda.org

CORPORATE SPONSORSHIP FORM

Yes! Our company would like to sponsor the Run for Rwanda!

Company Name: _____

Contact Name: _____

Email: _____

Phone Number: _____

Levels of Sponsorship:

Gold - \$ 1500

Silver - \$ 1000

Bronze - \$ 500

Basic - \$ 300

Goods and Services - Please list the goods/services you wish to donate:

We would like a booth on race day

We would like to include an insert/freebies in the race packet

Make checks payable to "Run For Rwanda". Please mail them to:

Run For Rwanda

1804 Francis Place

Colorado Springs, CO 80909

Please send checks or written intent before May 22.

If you have questions, please email RaceDirector@RunForRwanda.org.

Thank you for your support of this year's race!