



Dear Prospective Sponsor,

On behalf of the Live Well Events and Live Well Ferguson 5K Run Committee, I would like to invite you to become a sponsor of the third running of the Live Well Ferguson Twilight 5K Run/Walk and One-Mile Fun Run, scheduled for May 19, 2012.

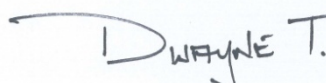
The event is designed to promote the Ferguson community and healthful and active living. Since its first year, the event has grown by 35 percent. In 2010, more than 900 participants registered for the 5K and one-mile fun run events; in 2011, registrations reached 1,212 participants. Of those surveyed after each race, 100 percent said they would recommend the race and plan to participate in future events. The Live Well Ferguson Twilight 5K primarily attracts runners and walkers from the St. Louis Metropolitan area, yet has welcomed participants from Ohio, Oklahoma, Texas, and Maryland.

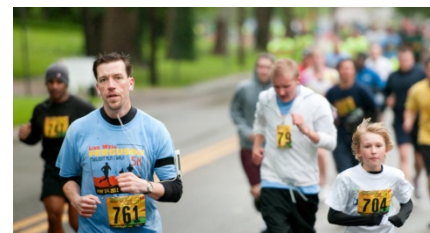
Live Well Ferguson Twilight 5K includes a full day of activities, beginning with a health and wellness fair at the Ferguson Farmer's Market in the morning. Health-related vendors educate runners and walkers in healthful eating, physical fitness and more. The races, which begin in the early evening, take place on a USATF-certified course through Ferguson's historic, scenic neighborhoods. The race is professionally timed and ends with a festival of live music, refreshments, and fresh local food.

This premier event provides a meaningful investment for our sponsors. As a sponsor, you will give your organization considerable exposure. In 2011, the race was publicized in print and online, with an increase in the use of social media and running websites. Outreach includes partnering with other races, working with local schools and churches to encourage team participation, and increasing awareness through publicity in Ferguson, north St. Louis County, the St. Louis metro and beyond.

In 2012, Live Well Ferguson Twilight 5K Run/Walk and One-Mile Fun Run plans to reach registrations of 1,400 from professional runners, novices, and casual walkers and runners. Please consider joining Live Well Events in promoting healthful and active living by sponsoring a fun, positive event. If you have any questions about the race or the available sponsorship packages, please contact me at (314) 395-2430 or by e-mail at [LiveWellFerg5K@gmail.com](mailto:LiveWellFerg5K@gmail.com).

Sincerely,

  
Dwayne T. James, Race Director



Photos courtesy of Amy James, Frannie Orbin, and Stephen Seward Photography.





## Inviting You to be a Sponsor

**Peak Performance Sponsor (maximum of 3) \_\_\_\_\_ \$1,500**

*Good Living Sponsor Benefits plus:*

- Inclusion in all media/press releases
- Name/logo on Live Well Ferguson 5K Race Bib
- Name/logo on the front of participant & volunteer t-shirts
- Opportunity to speak about your organization at event
- Table/booth at the Live Well Fair / Packet Pickup Site
- 2 Additional Complimentary Race Entries (including t-shirts)

**Good Living Sponsor \_\_\_\_\_ \$750**

*Staying Healthy Sponsor Benefits plus:*

- You may provide sign(s) to be displayed on the race course
- Your flyer, coupon or small gift included in participant bags (est 1200)
- Logo on Posters/Fliers/Mailers
- Logo on Finish Line Sponsor Banner
- 2 Additional Complimentary Race Entries (including t-shirts)

**Staying Healthy Sponsor \_\_\_\_\_ \$375**

*Being Active Sponsor Benefits plus:*

- Logo on the back of participant t-shirts
- Sponsor Recognition at Awards Ceremony
- 2 Additional Complimentary Race Entries (including t-shirts)

**Being Active Sponsor \_\_\_\_\_ \$150**

- Sponsor Name listed on the back of participant t-shirts
- Logo on race website with link to your organization site
- Logo on Facebook page
- Complimentary Race Entry for 1 person (including t-shirt)

*Live Well Events provides the residents of Ferguson and the North County area programs and events that showcase the enjoyable, healthy, and sustainable aspects of fitness activities.*

- 501(c)(3) Non-Profit

### Additional Sponsorship Options

**5K Finisher Medal Sponsor (only 1) \_\_\_\_\_ \$1250**

*Good Living Sponsor Benefits plus have your Sponsor Name mentioned on the ribbon of the 5K Finisher Medal. These medals will be distributed to an est. 1000 runners/walkers that finish the Live Well Ferguson Twilight 5K Run/Walk.*

Already Snapped UP

**One-Mile Fun Run Token Sponsor (only 1) \_\_\_\_\_ \$500**

*Staying Healthy Sponsor Benefits plus have your Sponsor Logo on the tokens to give to an est. 1000 runners/walkers that finish the one-mile fun run. You help select the token.*

Already Snapped UP

**Living Well Vendor \_\_\_\_\_ \$250**

*Being Active Sponsor Benefits plus have access to an est. 1200 runners/walkers and visitors about your health-oriented organization. Vendor options available during the Live Well Fair & Packet Pickup at the Farmer's Market and Post Race Festivities.*

**In-Kind Donation \_\_\_\_\_**

*Printing, Marketing, Water Stations, Resuable Bags, Fruit, Cookies, Water, Volunteers, and other essentials are needed for a successful event. Contact us for available options.*

## Yes, we wish to support the Live Well Ferguson Twilight 5K Run/Walk.

*Please print:*

Sponsor Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Representative \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

**Sponsorship Levels:**

- Peak Performance \_\_\_\_\_ \$ 1,500
- Good Living \_\_\_\_\_ \$ 750
- Staying Healthy \_\_\_\_\_ \$ 375
- Being Active \_\_\_\_\_ \$ 150
- Other (Please fill in amount) \_\_\_\_\_ \$ \_\_\_\_\_

**Additional Sponsorship Options:**

- 5K Finisher Medal Sponsor \_\_\_\_\_
- One-Mile Fun Run Token Sponsor \_\_\_\_\_
- Living Well Vendor \_\_\_\_\_ \$ 250
- In-Kind Donation (Please explain below) \_\_\_\_\_

For additional information, please contact:  
Dwayne T. James at 314-395-2430 or LiveWellFerg5K@gmail.com

Make check payable to: **Live Well Ferguson Run**

Mail to: Live Well Events  
110 Church Street  
Ferguson, MO 63135