



## Boaz Parks and Recreation

Sonja Hard, Director

Jarvis Hudgins, Athletic Coordinator / Nicole Presley, Secretary

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May 1, 2020

Dear Business Owner,

The Boaz Parks and Recreation Department is excited to announce the Third Annual Skinny Turkey 5K/10K is scheduled to take place Saturday, November 21, 2020! Our Diamond Sponsor, Peoples Independent Bank, presents this event.

It is an honor to work in support of Second Chance Shelter, a non-profit, no-kill dog shelter that saves and houses dogs until they are adopted to their forever home. They believe every dog has a story and every story deserves a happy ending! For Doug and Wanda McGee it all started in 2008 with seven abandoned puppies. Since then, they have grown to house and care for over 250 dogs at a time. Proceeds from the Skinny Turkey 5K/10K will be donated to Second Chance Shelter to aid them in their mission. Check them out on Facebook, Instagram, and at [secondchanceshelter.net](http://secondchanceshelter.net) to see how you can change a dog's life today!

In order to make this event as successful as possible, we are reaching out to local businesses to be a part of this experience. Your donation will aid Second Chance in their mission to provide quality care for the dogs in their facility before they are adopted. There are eight different sponsor levels, including increased advertisement for each sponsor, depending on the donation. All sponsor levels are listed on the back of this letter.

Some other ways to help may include but are not limited to:

1. Funding race t-shirts or medals.
2. Donating finish line refreshments or other supplies; for example juice, chocolate milk, coconut water, fruit, simple sandwiches, bananas, granola/protein bars, cookies, chips, or crackers.
3. Providing giveaway prizes.
4. Donating to Second Chance Shelter.
5. Contributing items for race packets; for example gum, pens, buttons, or coupons.

With your cooperation, we are confident this event will be a major success for the whole community. We appreciate your support and if you have any questions or concerns, please contact Nicole Presley at 256-593-7862.

Sincerely,

Sonja Hard  
Boaz Parks and Recreation Director

# Sponsor Levels

## **Diamond - \$1500 (only ONE available)**

- Presenting sponsor for race, including all affiliate events and advertisements.
- Listed as the top sponsor on web site with logo, link, and bio.
- Company logo on race t-shirts.
- Opportunity to speak at opening of race.
- Promotional materials in race packets.
- Special PA announcements mentioning sponsor name before race.
- Company logo on finish line run-through banner.
- Company logo listed on stage banner.
- Sponsor spotlight video on social media.
- Eight complimentary race entries (must have entries completed by Oct. 25).

## **Platinum - \$1000**

- Listed as sponsor on web site with logo, link, and bio.
- Company logo on race t-shirts.
- Opportunity to speak at opening of race.
- Promotional materials in race packets.
- Special PA announcements mentioning sponsor name before race.
- Company logo prominently displayed in the finish line area.
- Company logo listed on stage banner.
- Six complimentary race entries (must have entries completed by Oct. 25).

## **Gold - \$500**

- Listed as sponsor on web site with logo and link.
- Company logo on race t-shirts.
- Promotional materials in race packets.
- Special PA announcements mentioning sponsor name before race.
- Company name (only) listed on stage banner.
- Four complimentary race entries (must have entries completed by Oct. 25).

## **Silver - \$250**

- Listed as sponsor on web site with logo and link.
- Company name on race t-shirts.
- Promotional materials in race packets.
- Company name (only) listed on stage banner.
- Two complimentary race entries (must have entries completed by Oct. 25).

## **Bronze - \$100**

- Listed as sponsor on web site with logo.
- Promotional materials in race packets.
- One complimentary race entry (must have entry completed by Oct. 25).

## **Water Station Sponsor - \$50**

- Company name (only) will appear on a sign at a water station.

## **Mile Marker Sponsor - \$50**

- Company name (only) will appear on a sign at a mile marker.

## **In Kind Sponsor**

- In-kind sponsors donate goods or services.

# Sponsorship Form

All sponsors are encouraged to attend the event. Any sponsor wishing to have a vendor tent with FREE information or products on site must contact the Boaz Rec Center by October 25, 2020.

Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Promotional Items to include in race packets: \_\_\_\_\_

\_\_\_\_\_

**\*\*Please send business logo to [nicole.presley@cityofboaz.org](mailto:nicole.presley@cityofboaz.org)\*\***

\_\_\_ ~~Diamond Sponsor (ONE available)~~ Peoples Independent Bank

\_\_\_ Platinum Sponsor

\_\_\_ Gold Sponsor

\_\_\_ Silver Sponsor

\_\_\_ Bronze Sponsor

\_\_\_ Water Station Sponsor

\_\_\_ Mile Marker Sponsor

\_\_\_ In Kind Sponsor - Please circle donated items:

Race bag items    Food    Gift Card    Door Prizes    Other \_\_\_\_\_

I agree to be a sponsor of the 2020 Skinny Turkey 5K/10K.

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

Donations are due by October 25, 2020. Please mail this form and your sponsorship to:

Boaz Parks and Recreation  
314 N King St  
Boaz, AL 35957

