



Fall 2011

Dear Sir or Madam:

I am writing to ask for your support in becoming a sponsor of the 4th Annual 2011 Warrior Way Run, a 5K Road Race that will not only help support North Cobb Cross Country athletes, but will also help build community spirit, as our teens raise funds to give back to their community by donating to the Swift-Cantrell Foundation.

Swift-Cantrell Park serves as one of the premier recreation, relaxation and central gathering places for Kennesaw area residents and future home of a recreation center/ gymnasium, aquatic center and a skate park.

The Cross Country Team has grown to more than 100 runners, most of whom are scholar athletes. Such a large team necessitates greater fundraising to support a larger coaching staff, greater transportation needs, and the equipment needed to effectively train and direct the athletes.

We are able to meet our goals with generous support from companies like yours. Our sponsorship levels for this year's event are as follows:

Warrior sponsors (\$1,000) are entitled to:



- Be a prominent sponsor (display name and logo) on the race T-Shirt
- Set up your sponsor tent at the race. (Or we can provide one for you)
- Include promotional materials in the race-day bags
- Receive acknowledgement as a "Leading Sponsor" in our advertising and program materials (including website)
- Have three individuals from your firm/organization invited as participants in the race
- Receive a sponsorship plaque to display at your establishment

Orange sponsors (\$500) are entitled to:



- Be included as a sponsor on the race T-Shirt
- Set up your sponsor tent at the race. (Or we can provide one for you)
- Include promotional materials in the race-day bags
- Receive acknowledgement in our advertising and program materials
- Have two individuals from your firm/organization invited as participants in the race
- Receive a framed thank you letter to display at your establishment

Blue sponsors (\$250) are entitled to:



- Be included as a sponsor on the race T-Shirt
- Include promotional materials in the race-day bags
- Receive acknowledgement in our advertising and program materials
- Have one individual from your firm/organization invited as a participant in the race
- Receive an official thank you letter

Patron Sponsors (\$100) are entitled to:



- Include promotional materials in the race-day bags
- Receive acknowledgement in our advertising and program materials
- Have one individual from your firm/organization invited as a participant in the race
- Receive an official thank you letter

Again, thank you for your interest and support in helping to provide quality programs for our students. If you have further questions, please do not hesitate to contact me. I look forward to hearing from you soon.

Sincerely,
North Cobb Cross Country
Sandra.Davis@cobbk12.org