



## Louise Archer Elementary School An opportunity to support our school

Louise Archer 5K and Fun Run  
Saturday, October 19, 2019  
At Louise Archer Elementary School  
324 Nutley St NW Vienna, VA 22180  
8:00 am

### AN OPPORTUNITY TO PROMOTE YOUR BUSINESS & SUPPORT CHILDREN IN YOUR COMMUNITY!

The LA PTA is gearing up to present the 10th annual Louise Archer Elementary School ("LA") 5K and Fun Run on Saturday, **October 19, 2019**. We are so excited to be celebrating 10 years, and if the last ten years are any indication, we can expect a successful event with more than 500 runners and family members cheering them on.

Enthusiastic children and energetic runners contribute to the event, but it is the support of our sponsors that is critical to its success. We hope that you will see sponsorship as an opportunity to showcase your business in the local community while supporting the students of Louise Archer.

Louise Archer has a wide student base and community reach as a magnet school serving children from all of the communities serviced by the other Vienna elementary schools. Your support will not only be a cost-effective way to promote your business with targeted advertising, but your support helps raise critical funds to keep our students experiencing an environment rich in hands-on learning. The PTA helps cover the gaps in Fairfax County Schools' budget to prevent program cuts, as well as offer new technology and resources for the students and teachers.

Attached is a sponsorship packet that outlines the benefits at every level so you can review all the great ways your company can gain visibility by having your information directly in the hands of hundreds of potential consumers. The PTA is a 501(c)3 non-profit, and as such, donations are tax deductible to the extent that the law allows.

Please note that as a medal sponsor, you can have your logo on the race t-shirts worn by hundreds of participants in and around Vienna. Indeed, our students and families wear their LA5K t-shirts with pride throughout the community all year long.

Thank you in advance for your support in joining us to make this year's event even *more* successful! If you have any questions, please do not hesitate to send an email to: [emwebs@gmail.com](mailto:emwebs@gmail.com).

Best regards,

**Erin Karney**

Louise Archer Sunshine 5K and Fun Run Fundraising Committee

## Louise Archer Elementary School Sunshine 5K and Fun Run



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At Louise Archer Elementary School  
324 Nutley St NW Vienna, VA 22180  
8:00 am

### Sponsorship Opportunities

#### Gold Medal Sponsorship

\$1,000 commitment (5 available)

All the benefits of Silver Medal sponsorship, **PLUS:**

- **Station Name** – Business will be the named sponsor of one race station (*e.g.*, mile marker, water station)
- **Website Prominence** – Business name, logo and website link will appear on the first page of the LA5K website
- **Registration** – one additional complimentary race registration, for a total of three free registrations

#### Silver Medal Sponsors

\$500 commitment (10 available)

All the benefits of Bronze Medal sponsorship, plus:

- **Website Link** – A link to your website will be on the LA5K website with your business name and logo
- **Race Day Exhibit** – Your business may set up an exhibit booth on race day in the parking lot of Louise Archer Elementary school from 7:00 am - 10:00 am.
- **Registration** – One additional complimentary race registration, for a total of two free registrations

#### Bronze Medal Sponsors

\$350 commitment (15 available)

- **T- shirts** – Business name and logo will appear on race t-shirts (*Please Note: logos must be submitted by Friday, October 4th to meet the print deadline*)
- **Website** – Business name will appear on the race website as a medal sponsor
- **Race Day Publicity** – Sponsorship plugs on race-day
- **Race Packet** – Business can provide promotional materials for the packets distributed to the runners
- **Registration** – One complimentary race registration (*a \$25 value*)\*

#### Family Cheerleaders

\$300 commitment

Family Cheerleader donation entitles donor to:

- Family name printed on all race-day t-shirts showcasing their school spirit and the continued support of Louise Archer. (*Please Note: Names must be submitted by Friday, October 4th to meet the print deadline.*)
- One individual PTA membership

\* Complementary race registration(s) can be donated to a student or students in need.



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### Sponsorship Commitment

- \_\_\_\_\_ \$1,000 Gold Medal Sponsor
- \_\_\_\_\_ \$500 Silver Medal Sponsor
- \_\_\_\_\_ \$350 Bronze Medal Sponsor
- \_\_\_\_\_ \$250 Family Cheerleader
- \_\_\_\_\_ LA5K Community Spirit Sponsor (in-kind donation)

### Please fill in the applicable information:

Business/Group Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

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

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

Website: \_\_\_\_\_

Name as it should appear on race materials: \_\_\_\_\_

I will email a jpeg file of my logo (Y/N): \_\_\_\_ Email jpeg to: NicoleLMartin@gmail.com

I will set up a table or booth at the race (Y/N): \_\_\_\_\_

I will provide promotional materials to include in the race packet (Y/N): \_\_\_\_

I plan to use my complimentary race entry/entries (Gold, Silver, and Bronze medal sponsors) (Y/N): \_\_\_\_

I would like to donate my complimentary race entry/entries to a student/s in need (Y/N): \_\_\_\_

### Please mail contribution (check made payable to "Louise Archer PTA") to:

Fundraising Chair, Louise Archer Sunshine 5K & Fun Run  
Louise Archer Elementary School  
324 Nutley Street, NW  
Vienna, VA 22180

**Thank you for supporting Louise Archer Elementary School!**