

## Be an Angel

Your sponsorship will provide **high visibility advertising** and **promotion** of *your business* **before, during, and after the race** event among **runners, walkers** and their **families and friends** – all *great prospects* for your products and services! To generate **awareness** and drive registrations and spectators, we are **promoting** this race via local print and media, New York and regional running clubs, email campaigns, a race website, Facebook, and Twitter. Our goal is 2000 runners on race day which will require us to touch 100,000 plus quality runner sources. What better way to gain awareness than through a well-intended program that will target premium runner profiles of high education, active adults 21 to 60 years of age.

## When & Where

The Angels Run will take place in New York City on October 6th, 2012 along the Hudson River. The course is easy, flat and fast for all levels of Angel runners. The race starts and ends at Stuyvesant High School on the West Side Highway Park...so; traffic does not come into play.



AngelsRun.org

Sponsored by:  
Lightuptheroomfoundation.org  
Robbinsville, NJ

Info@lightuptheroomfoundation.org

AngelsRun.org



▶ **Angels Run  
Sponsorship &  
Advertising  
Opportunities**

**NYC  
West River Drive  
October 6, 2012  
5K**

**info@angelsrun.org**

## Wear your Wings



We are excited to announce the 1st Annual **Angels Run** in memory of Karen Rust and sponsored by the **Light up the Room Founda-**

**tion**. We are eager to start preparations for this race and to raise money for the **Memorial Sloan Kettering Cancer Center (www.MSKCC.org)**

The Angels Run seeks to raise significant funds for the benefit organizations by gathering the largest group of Angels on the planet in one place. All pre-registration runners will receive their wings (see T-shirts) and Halo (see inset) for the run....it will be blast. Please come out to make this event the largest and NYC truly the largest gathering of Angels in history and in the process helps to raise funds to cure cancer and combat childhood abuse.

## ► Sponsorship Levels:

### **GOLD Wings: \$1000**

Your company's logo imprinted of the official race t-shirt primary location  
Your company's logo on promotional flyers.  
Your company's logo on Angels Run website.  
6 free race entries  
Limit to 2 Gold sponsors  
An announcement recognizing your company's contribution given at the beginning of the race, and also at the awards ceremony.

### **SILVER Wings: \$300**

Your company's name printed on the official race t-shirt. (limit to the first 20 sponsors)  
Your company's name on promotional flyers.  
Your company's name on our website.  
4 free race entry

### **BRONZE Wings: \$150**

Your company's name on promotional flyers.  
Your company's name on our website  
2 free race entry

### **WATER STATION SPONSORS**

We are also looking for two sponsors for the half-way and finish line water station. These stations would provide water and cups for the racers. The benefits of the water station will receive the same recognition as our Silver Wings level.

### **POST EVENT AWARDS RECEPTION**

We are seeking a restaurant sponsor to host a "Free" event after the race. We will bring the traffic to you...



[AngelsRun.org](http://AngelsRun.org)

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