



Potomac Valley Audubon Society

PotomacAudubon.org | P.O. Box 578, Shepherdstown, WV 25443 | 304-676-3397

Dear Potential Race Sponsor,

The Potomac Valley Audubon Society (PVAS) is pleased to announce the 2022 “This Race is for the Birds!” Run, Walk, and Kids’ Fun Run on April 9th, 2022. This year will be ‘in-person’ on the trails of Broomgrass Farm in Gerrardstown, West Virginia as well as providing virtual options.

We hope you will choose to be a race sponsor! Proceeds support Potomac Valley Audubon Society’s educational programs and nature preserves.

We anticipate over 200 participants in 2022. Visit <https://www.potomacaudubon.org/race/> for additional details. To promote the event and its sponsors, we will be doing some joint marketing with the very popular and successful “Freedom’s Run,” “Harpers Ferry Half,” and other local races to help spread the word about these fun race opportunities in our community.

The description of sponsorship levels for this PVAS event is enclosed, and range from Platinum Sponsorships for \$1,000 to Bronze Sponsorships for \$100. Each level comes with its own list of benefits. Platinum and Gold Sponsors will need to send logo artwork electronically by March 9th, 2022 to Nan Johnson at race4birds@potomacaudubon.org. If you have questions or have any issues with sending the artwork, please don’t hesitate to call 681-252-1387.

You may sign up electronically sponsor the race this year:

<https://www.potomacaudubon.org/race>

If you prefer to pay by check, please fill out the Race Sponsor sheet that accompanies this letter and return it to us with your check. All contributions are fully tax deductible.

You’ll note that different sponsorship levels provide you with different numbers of free race registrations and t-shirts. If you or any of your employees or family members are planning on using your free registration(s) to participate in the race as a runner, please have each of these individuals fill out a copy of the Runner Registration Form that also accompanies this letter. You may duplicate copies of this form as needed.

Thank you for your support!

Sincerely,

The Race Committee and Potomac Valley Audubon Society



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Sponsorships Available in 2022:

PLATINUM SPONSOR: \$1,000

This level of sponsorship includes:

- A press release and photo will be sent to all the local papers highlighting your sponsorship.
- Your logo will be placed at the top of our sponsor page on the PVAS website.
- Your logo will be placed at the top back of the race t-shirt.
- Your logo will be placed in PVAS's monthly newsletter (mailed to 200+ members) and its twice-monthly e-newsletter (sent out to over 1,000+ subscribers).
- Race entry fees and t-shirts for up to five staff and/or family members.

GOLD SPONSOR: \$500

This level of sponsorship includes:

- Your logo/name in large print above the Silver Sponsors on the sponsor page of the PVAS website.
- Your logo/name on the back of the race t-shirt above the Silver Sponsors.
- Your name will be included in PVAS's monthly newsletter (mailed to 200+ members) and its twice-monthly e-newsletter (sent out to over 1,000+ subscribers).
- Your business name will be included in a press release sent to all the local papers.
- Race entry fees and t-shirts for up to three staff and/or family members.

SILVER SPONSOR: \$250

This level of sponsorship includes:

- Your business name printed in medium-sized print above the Bronze Sponsors on the sponsor page of the PVAS website.
- Your business name on the back of the race t-shirt above the Bronze Sponsors.
- Your business name will be included in PVAS's monthly newsletter (mailed to 200+ members) and its twice-monthly e-newsletter (sent out to over 1,000+ subscribers).
- Your business name will be included in a press release sent to all the local papers.
- Race entry fees and t-shirts for up to two staff and/or family members.

BRONZE SPONSOR: \$100

This level of sponsorship includes:

- Your business name printed below the Silver Sponsors on the sponsor page of the PVAS website.
- Your business name printed on the lower back of the race t-shirt.
- Your business name will be included in PVAS's monthly newsletter (mailed to 200+ members) and its twice-monthly e-newsletter (sent out to over 1,000+ subscribers).
- Your business name will be included in a press release sent to all the local papers.



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- Race entry fee and t-shirt for one staff or family member.

Race Sponsor Information

I wish to become a sponsor for PVAS's annual trail race at the following level (please circle):

- Platinum (\$1,000)
- Gold (\$500)
- Silver (\$250)
- Bronze (\$100)

Return this form and your sponsorship donation by March 9th, 2022 by email or mail to:

Potomac Valley Audubon Society
P.O. Box 578
Shepherdstown, WV 25443

Any questions regarding sponsorship details can be directed to 681-252-1387 or race4birds@potomacaudubon.org.

Race Sponsor Information

COMPANY/INDIVIDUAL'S NAME AS TO APPEAR ON T-SHIRT (Platinum/Gold Sponsors should also send e-file of logo):

CONTACT NAME:

PHONE NUMBER:

ADDRESS:

CITY/STATE/ZIP:

EMAIL:

OF PEOPLE WHO WILL REPRESENT MY COMPANY: _____ (Please list names on the back of this paper, and complete a Runner Registration Form for each person)

PROVIDE HOW MANY T-SHIRTS OF EACH SIZE YOU WOULD LIKE (Note that Platinum Sponsors receive 5 shirts; Gold Sponsors receive 3 shirts; Silver Sponsors receive 2 shirts, and Bronze Sponsors receive 1 shirt):

Adult Small: _____ Adult Medium: _____ Adult Large: _____ Adult X-Large: _____

I HAVE ENCLOSED A CHECK IN THE AMOUNT OF: _____



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Please make checks payable to "Potomac Valley Audubon Society" and reference "Race Sponsor" in the memo line.

Runner Registration Form

Each participating runner needs to complete a registration form for this event. Please indicate if the runner is picking up the sponsor's t-shirt(s) by circling "yes" or "no" below. "Yes" will mean the sponsor's t-shirt is given to the running participant indicated in this form. "No" will mean the sponsor will pick up with sponsor t-shirt(s) separately.

Runner Registration Form (For Sponsors)

SPONSOR NAME:

RUNNER NAME:

RUNNER'S ADDRESS:

RUNNER'S CITY/STATE/ZIP:

EMAIL:

PHONE:

GENDER:

DATE OF BIRTH:

T-SHIRT: YES NO SIZE (Please circle): S M L XL

EVENT: 5K (\$30) 10K (\$35) AGE ON 4/9/2022:

WAIVER: In consideration of my application and permitting me to participate in this event, I hereby take action for myself and anyone entitled to act on my behalf: (1) Waive, release and discharge from any and all liability from my death, disability, personal injury, property damage, property theft or actions of any kind which might hereafter accrue to me including my traveling to and from the event, THE FOLLOWING ENTITIES OR PERSONS: event coordinator; event director; event committee; Potomac Valley Audubon Society; Broomgrass Farm, Gerrardstown, WV; volunteers; event sponsors; their directors, officers, and employees.

PHOTO WAIVER (Please circle your selection):

- I give permission for me or my child to be photographed/videotaped and for the pictures to be used for PVAS publications and/or publicity.
- I do not want my child's or my photograph or video image to be used for PVAS publications and/or publicity.

SIGNATURE:

DATE: