



*"Bring positive male images and guidance to young males considered "at-risk" and in need of early intervention, and to boost academic performance, self-esteem, and goal oriented actions."*

June 19, 2018

Dear Community Partner:

We would like to invite you to be a part of the **4th Annual TAU 5K Run | 1st Annual 5K Virtual Run** celebrating our commitment to community service and forging a legacy of health and wellness.

The High Aspiration Foundation, Inc. ("HAFI") will hold the **4th Annual TAU 5K Run | 1st Annual 5K Virtual Run** on Saturday, November 17, 2018. Over 350+ race participants ranging in age from 5 to 95 and representing a diverse socioeconomic spectrum are expected. This event is an excellent opportunity to promote your business as a sponsor and add value to the event for our race participants!

HAFI is a 501(c)(3) charitable foundation established in 2003 to raise funds for scholarships for deserving high school seniors and undergraduate students who demonstrated high academic excellence in the metro Atlanta area. We tirelessly pursue grants and other monetary donations to that noble end as well as focusing our efforts on hunger/poverty reduction, environmental sustainability, youth mentoring programs, and health/wellness initiatives. Funds raised annually by the **TAU 5K Run** will serve as a major provider for scholarships. Since 2006, HAFI has awarded over \$216,000 in scholarships because of the continued support of community partners like you!

Please consider supporting this event by registering at [www.TAU5K.hafi.org](http://www.TAU5K.hafi.org) to participate as a single runner or as a team. There are also additional opportunities to market to race participants based on your interest. Please see the sponsorship package attached.

Thank you for your thoughtful consideration of this invitation to make a difference in the community that supports your business. If you have any questions or would like to confirm your participation, please contact us via email: [dr.mattsmith@yahoo.com](mailto:dr.mattsmith@yahoo.com) or [genetoodle@gmail.com](mailto:genetoodle@gmail.com). Our sponsorship committee looks forward to speaking with you soon!

Sincerely,

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Gene Toodle, HAFI Chairman

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Dr. Matt Smith, HAFI Health Initiatives Chair

## SPONSORSHIP OPPORTUNITIES

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### ❑ ROYAL PURPLE SPONSORSHIP BENEFITS

**COST OF PACKAGE: \$5,000**

- Premier logo placement on all event publications, signage, t-shirts, print
  - advertising and web site –logo placement on front page of HAFI website with link to company
  - website
- Mention in all public service announcements
- Recognition in all e-communication to race participants
- Company logo on Start/Finish line banner
- Meet and greet table – provide your corporate materials
- Fifteen race registrations
- Provide materials for participant goody bags

### ❑ OLD GOLD SPONSORSHIP PACKAGE

**COST OF PACKAGE: \$2,500**

- *Logo placement on all event publications, signage, t-shirts, print advertising and web site – logo placement on front page of HAFI website with link to company website*
- *Banner at event (sponsor provided)*
- *Meet and greet table – provide your corporate materials*
- *Ten race registrations*
- *Provide materials for participant goody bags*

### ❑ PEARL WHITE SPONSORSHIP PACKAGE

**COST OF PACKAGE: \$1,500**

- *Logo placement on all event publications, signage, t-shirts and web site – logo placement on sponsor page and link to company website*
- *Banner at event (sponsor provided)*
- *Meet and greet table – provide your corporate materials*
- *Five race registrations*
- *Provide Materials for participant goody bags*

### ❑ KELLY GREEN SPONSORSHIP PACKAGE

**COST OF PACKAGE: \$1000**

- *Logo placement on t-shirts, and web site – logo placement on sponsor page*
- *Meet and greet table – provide your corporate materials*
- *Two race registration*

### ❑ HAFI FRIENDSHIP SPONSORSHIP

**COST OF PACKAGE: \$500**

*(Reserved for Media & Supporting Partners)*  
Media Partners – Promote event through radio, television or print.  
Supporting Partners- Donation of Goods and Services for race

- *Logo placement on event publications, t-shirts, and web-site –logo placement on sponsor page*
- *Two race registrations*
- *Meet and greet table*

### ❑ MILE MARKER SPONSOR

**COST OF PACKAGE: \$250**

- Signage with company logo placed at the 1 or 2 mile markers on the race course

### ❑ WATER STOP SPONSOR

**COST OF PACKAGE: \$150**

- Signage with company logo placed at water stop
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**SPONSORSHIP REGISTRATION FORM**

*All contributions support the High Aspirations Foundation, Inc. and all sponsorship level gifts will be listed in the Souvenir Program.*

( ) Enclosed is our check for \$\_\_\_\_\_ for a \_\_\_\_\_ Sponsorship Package.

Apply my sponsorship fee to:  Visa  MasterCard  Discover  American Express

Credit Card # \_\_\_\_\_ Security Code \_\_\_\_\_

Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

( ) We will provide the following as an in-kind sponsor: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Name of Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Telephone # ( \_\_\_\_\_ ) \_\_\_\_\_ Fax # ( \_\_\_\_\_ ) \_\_\_\_\_

E-mail Address \_\_\_\_\_ URL: \_\_\_\_\_

**Enclosed is my check made payable to:**

**High Aspirations Foundation, Inc.**

PO Box 7369

Atlanta, GA 30357

**Send Sponsorship registration form to:**

[dr.mattsmith@yahoo.com](mailto:dr.mattsmith@yahoo.com) (678) 849-5688 or [genetoodle@gmail.com](mailto:genetoodle@gmail.com) (404) 838-3992