



RE: 4th Annual Applewood 5K and Tot Trot

Greetings,

Applewood Learning Center is excited to announce its 4th annual Applewood 5K and Tot Trot, which will take place on Saturday April 27th, in Londonderry!

As the only self-sustaining nonprofit childcare center in the Derry/Londonderry area, Applewood relies heavily on fundraising in order to provide high quality early care and education to children in our community. With the aid of funds raised through our past 5K events, Applewood recently underwent its largest capital improvement project ever – renovating our entire 6,000 square foot center. With this renovation, we have been able to transition to mixed age infant and toddler classrooms, meaning Applewood is now at the forefront of providing the most developmentally sensitive care for its children.

With every large project comes large costs, and these costs cannot detract from the nurturing and stimulating experiences that we have always afforded our children. As such, fundraising remains a priority. It is for this reason that we are reaching out to you as a community partner, asking for your financial support.

We hope you will consider sponsoring the 4th annual Applewood 5K and Tot Trot with a monetary donation. Attached, please find a listing of the sponsorship levels and associated benefits, as well as the sponsorship application. We are also interested in in-kind donations, including raffle prizes, complimentary food and drink for the race, and/or race prizes. Remember, Applewood Learning Center is an IRS 501(c)(3) nonprofit organization, so monetary donations are tax deductible.

To guarantee inclusion in all promotional materials, we must receive your sponsor application by January 31st; however, sponsorships and donations will be accepted at any time up until the date of the event.

Thank you for your consideration. Should you have any questions, please feel free to call 603-434-3139 or email us at applewood5k@gmail.com.

Sincerely,

Libby Brunette
Applewood Learning Center Director

Angela Currie
Board of Directors – Vice President
Applewood 5K Committee – Co-Chair



3rd Annual Applewood 5K and Tot Trot



Classroom Renovations



Applewood 5K and Tot Trot Sponsorship Levels

Platinum Sponsor - \$1,000+

Benefits of Platinum Sponsorship:

- Prominently placed company logo on race t-shirts
- Prominently placed company logo on all race advertising materials, including banners and posters, to be placed throughout the community
- Live acknowledgement at race during public address
- Company acknowledgement in all press releases
- Company acknowledgement on race website and in social media posts
- Company banner on display at race site (banner provided by sponsor)
- Designated race-day sponsor table to hand out company information or promotional items (all promotional materials provided by sponsor and table manned by sponsor's personnel), or
- Placement of promotional items or company brochures in general sponsor booth (promotional materials provided by sponsor, general sponsor booth managed by race staff)
- 10 free race entries, redeemable for the 5K or Tot Trot

Gold Sponsor - \$500

Benefits of Gold Sponsorship:

- Company logo on race t-shirts
- Company logo on all race advertising materials, including banners and posters, to be placed throughout the community
- Live acknowledgement at race during public address
- Company acknowledgement in all press releases
- Company acknowledgement on race website and in social media posts
- Company banner on display at race site (banner provided by sponsor)
- Placement of promotional items or company brochures in general sponsor booth (promotional materials provided by sponsor, general sponsor booth managed by race staff)
- 6 free race entries, redeemable for the 5K or Tot Trot

Silver Sponsor - \$250 (or in-kind equivalent; maximum sponsor level for in-kind donation)

Benefits of Gold Sponsorship:

- Company or individual/family name on race t-shirts
- Company or individual/family name acknowledgement on race website
- Placement of promotional items or company brochures in general sponsor booth (promotional materials provided by sponsor, general sponsor booth managed by race staff)
- 4 free race entries, redeemable for the 5K or Tot Trot

Bronze Sponsor - \$100 (or in-kind equivalent)

Benefits of Gold Sponsorship:

- Company or individual/family name on race t-shirts
- Company or individual/family name acknowledgement on race website
- Placement of promotional items or company brochures in general sponsor booth (promotional materials provided by sponsor)
- 2 free race entries, redeemable for the 5K or Tot Trot

Applewood 5K and Tot Trot Sponsorship Form

Form and payment accepted at any time, but due by January 31st to guarantee inclusion in all promotional materials. Due by April 1st for inclusion on t-shirt.

Company/Individual/Family Name: _____

Address: _____

Contact Person: _____

Contact Email: _____

Contact Phone Number: _____

If monetary donation, indicate Sponsor Level (please circle):

Platinum Sponsor
(\$1000+)

Gold Sponsor
(\$500)

Silver Sponsor
(\$250)

Bronze Sponsor
(\$100)

Donation will be sent via: CHECK PAYPAL

Checks can be made payable to Applewood Learning Center and mailed to 2 Hampton Drive, Londonderry, NH 03053. PayPal payments can be directed to l.brunette@applewoodlc.org.

If In-Kind Donation:

Donation Item: _____

Estimated Value: _____

We will contact you to arrange pickup or delivery of your in-kind donation.

Do you plan to send promotional materials to be on display at the race? YES NO

If yes, please mail or deliver your promotional material to the above address by 4/5/19.

How exactly would you like your name to appear on t-shirts and in promotional materials?

Platinum and Gold Level Sponsors can choose to have company logo on race promotional material and t-shirts. Please email logo in largest possible file size to: applewood5k@gmail.com. Sponsors will receive information regarding registration of complimentary race entries once sponsorship payment is received.

Please contact Angela Currie with questions at 603-434-3139 or email at applewood5k@gmail.com.

**Applewood Learning Center is a 501(c)(3) non-profit organization
Documentation for tax purposes will be provided upon receipt of payment**