



**33rd Annual Kennett Run
Saturday, May 7, 2022**

Cover Letter

Two Year Report
Sponsor Level Benefits
Sponsorship Agreement

SMALL TOWN...
BIG RACE...
STRONG COMMUNITY

Dear Sponsor,

We look forward to your joining us as a Kennett Run sponsor again in 2022. On May 7, 2022, The Kennett Run will proceed in its traditional race format.

Attached is an outline of the sponsorship tiers, that remain unchanged from those offered in 2020. Please complete and return the attached sponsorship agreement form to reserve the level of sponsorship you desire by February 22, 2022.

As mentioned in the attached Report of the Last Two Years, Kennett Run Charities has expanded its focus to add support for our local business community in addition to its traditional focus on funding local non- profits. Given this is a new area of focus, the Board is developing new support programs at this time.

Our members are in conversation with the Kennett Area Merchants Association and Historic Kennett Square to develop ideas that support local retail merchants. In an effort to help you and other community businesses, we would appreciate your assistance in defining programs Kennett Run Charities (KRC) may provide. Some of the ideas being considered include:

- Provide volunteer opportunities for employees
- Assist in the formation of company running teams that may be part of your company's team building and health initiatives.
- Expand promotional support for sponsors by adding QR codes to the light post banners to link to material you provide.
- Utilize joint social media

Please provide contact information for an individual that our board members may work with to determine the best way(s) to reach this goal.

Thank you for your support in making Kennett Run the best it can be.

Sincerely,

Becky R. Devestine
Sponsorship Committee Member,
Kennett Run Charities



**33rd Annual Kennett Run
Saturday, May 7, 2022**

Cover Letter
Two Year Report
Sponsor Level Benefits
Sponsorship Agreement

SMALL TOWN...
BIG RACE...
STRONG COMMUNITY

kennettrun.net

Thanks to our sponsors, Kennett Run Charities (KRC) has been able to invest approximately \$55,000 into key local nonprofits in the past two years, despite the fact that we had to cancel the 2020 Kennett Run and that 2021 was virtual run only.

To meet the shifting needs created by COVID-19, we funded only the Kennett and Oxford food cupboards in 2020.

As we moved toward a more normal environment in 2021, we expanded our focus on food and shelter needs and added youth education and the environment. KRC donated thousands of dollars to The Garage, the Kennett High School Walk In Knowledge program, The Barn at Spring Brook Farm and other youth focused organizations. With the disturbing increase in depression and other mental health issues among our youth, Kennett Run Charities added funding for a new nonprofit focused on these important areas, A Child's Light.

KRC also expanded our focus to include support for the local business community, that was severely impacted by COVID-19.



**33rd Annual Kennett Run
Saturday, May 7, 2022**

Cover Letter
Two Year Report
Sponsor Level Benefits
Sponsorship Agreement

SMALL TOWN...
BIG RACE...
STRONG COMMUNITY

Venue Sponsor Benefits

	Event Sponsor (1 Only)	Race Sponsor ¹ (5 Max)	Gold Sponsor	Silver Sponsor
Identified as Primary Sponsor in all materials	★	★	★	★
Races named for sponsor (5K, 10K, 1 mile)		★		
Downtown Kennett Square pole banner	★	★	★	
Name listed in event advertising	★	★	★	
Hot link from Kennett Run web site to sponsor site	★	★	★	
Listed on swag bag thank you letter	Logo	Name Listed	Name listed	
Host weekly prize drawing for a runner	★	★	★	
Logo on Kennett Run web site	★	★	★	★
Social media exposure on Facebook and Instagram	★	★	★	★
Logo on event advertising	★	★	★	★
Listing on State Street promotional banner (2X)	★	★	★	★
Place small item in runner swag bag	★	★	★	★
Top listing with logo on race shirts	★			
Prominent listing on race shirts with logo		★		
Logo on race shirts	1st Level	2nd Level	3rd Level	
Name only listed on race shirts				★
Investment	\$15,000	\$5,000	\$2,500	\$1,500

1) The races that can be sponsored are the 5K, 10K, and 1 mile runs.

Free support for retail businesses participating in joint promotional efforts:

- Social media exposure on Facebook and Instagram
- Place item in runner swag bag (gift cards and special offers to runners)
- Provide items for weekly runner drawings (special offers to runners)



**33rd Annual Kennett Run
Saturday, May 7, 2022**

Cover Letter
Two Year Report
Sponsor Level Benefits
Sponsorship Agreement

SMALL TOWN...
BIG RACE...
STRONG COMMUNITY

I agree to join Kennett Run Charities, Inc. in presenting the 33rd annual Kennett Run on Saturday, May 7, 2022 as a sponsor.

Selected Sponsorship Level (choose one)

- Event Sponsor (\$15,000) Race Sponsor (\$5,000)
 Gold Sponsor (\$2,500) Silver Sponsor (\$1,500)

Organization Name: _____

Contact Name and Title: _____

Contact Email Address: _____

Phone Number: _____

Select your payment option:

- Payment in full (check enclosed)
 Pay in 2 installments: Half now and half due July 2022
 Pay monthly in equal installments over a 10 month period

Promotional Support materials to be sent to Kennett Run Charities no later than 1 week from Date:

- Electronic logo to be used on all marketing and promotional materials
- URL to be linked to the Kennett Run web site

I agree to sponsor the 2022 Kennett Run at the level selected above for the 2022 race, and make the payments as specified in my above selection. I grant Kennett Run Charities the right to use my logo and URL in their marketing efforts without prior approval as specified in the Sponsor Level Benefits.

Signature _____ Date: _____