January, 2016

Dear neighbor,

 Last April, on a snowy and chilly Saturday morning, over 200 people stood shoulder to shoulder for the 2nd Annual **Colonel Classic 5K Road Race.** Runners were anxious, excited, and maybe even a little frightened by the challenge in front of them. They eagerly waited for the sound of a solitary gunshot that would mark the start of their “race towards education”. With your help, Palestra provided a safe and enjoyable experience for all. Last year, we raised **over $2000** for scholarships at **Ledyard High School**. Palestra extends its gratitude towards everyone who supported the “race for education”, including: the local and State Police departments, Ledyard emergency services, Principal Fagan, and Superintendent Patterson. We are ready for the 3rd annual race. **This year, the Colonel Classic will be run on** **Saturday, May 14th, 2016 at 9:30 am**

The race is not without expenses however, and our need is your opportunity. These costs include compensating police officers, paramedics, and custodians, as well as race logistics such as timing, food, apparel, signage, and awards. **Please consider investing** in the Colonel Classic through one of the many sponsorship levels our marketing research team has packaged for your investment.

 If you would rather donate non-monetary items, we have needs there as well, such as food, beverage, gift certificates, and giveaways. **We can distribute** your business name, logo and paraphernalia on race day through our dozens of volunteers, where we are expecting crowds well over 700.

We invite you to seriously consider our offer, just as **Village Market, Dime Bank and Sprigs and Twigs** did in 2015. **Our goal for you is exposure**. Last year, the community brought over 200 runners, from over 50 towns in four states. The race is a wonderful way to raise awareness for your business, and the feedback we received from our sponsors was very positive. Please look over the enclosed sponsorship packet, choose a level of partnership, or **create your own package based upon your needs**. We would love to have the chance to partner with you, and we look forward to forming new, mutually beneficial relationships. **Together, we can make this an impactful race towards education.** See you on the road.

Erik Person Olivia Lyon Jack Wheeler

Race Director President of Palestra Vice President of Palestra

Colonel Classic 2015 Sponsorship Levels

Keep in mind that we have tailored the sponsorship levels in a pyramid fashion, whereas the higher the sponsorship level amount, the more exposure a business gets.

**The “In Step” Package**

A sponsorship of less than $100

* Name on our sponsors list (to be displayed in various locations at our race day headquarters)

**The “Walker” Package:**

A sponsorship of $100

* Name on our sponsors list
* Item in gift bags (to be given out to all online registered runners)
* Race day presence (includes table if requested)

**The “Jogger” Package:**

A sponsorship of $500

* Name on our Sponsors list
* Item in gift bags (to be given out to all online registered runners)
* Race day presence (includes table if requested)
* 5 in. by 3 in. logo on official Colonel Classic t-shirt (to be given out to all online registered runners)

**The “Runner” Package**:

A sponsorship of $1000

* Name on our sponsors list
* Item in gift bags (to be given out to all online registered runners)
* Race day presence (includes table if requested)
* 5 in. by 3 in. logo on official Colonel Classic t-shirt
* Name and logo on the Colonel Classic mile markers (to be displayed at each mile point along the route)

**The “Sprinter” Package:**

A sponsorship of $2000

* Name on our sponsors list
* Item in gift bags (to be given out to all online registered runners)
* Race day presence (includes table if requested)
* 5 in. by 3 in. logo on official Colonel Classic t-shirt
* Name and logo on the Colonel Classic mile markers and advertising signage (to be displayed during, and in the days leading up to the race)

**The “Champion” Package:**

A sponsorship of $3000 or more

* Become the official sponsor of the 2015 Colonel Classic 5K
* Name and logo at the top of our sponsors list
* Item in gift bag (to be given out to all online registered runners)
* Race day presence (includes table if requested)
* 10 in. by 6 in. logo on the top of the official Colonel Classic t-shirt
* Name and logo on the Colonel Classic mile markers and advertising signage
* Your name on all of our handouts
* 5 minutes of advertising before our awards ceremony (any media of your choice including commercials shown on a large projection screen or in person advertising by a representative from your business)
* Note: There will only be one official sponsor of the Colonel Classic

**Space is limited on the official race t-shirts, and logo spaces will be available on a first come first serve basis.**

IN-STEP

UNDER $100

WALKER

$100

JOGGER

$500

RUNNER

$1,000

SPRINTER

$2,000

CHAMPION SPONSORSHIP

$3,000

BEST DOLLAR FOR DOLLAR

VALUE

If you decide that one of our sponsorship levels is right for you, and you would like to help with our cause, or have any questions, comments, or concerns please do not hesitate to contact race director Erik Person, eperson@ledyard.net or at 860-464-9600x6125 or Palestra at LHSpalestra@gmail.com

Or o.lyon1@yahoo.com . To learn more about Palestra and its goals, visit our website at lhspalestra.weebly.com

**Colonel Classic 5K Road Race Entry Application and Waiver**

Saturday May 14th, 2016. 9:30 am

24 Gallup Hill Road. Ledyard, CT 06339 (Ledyard High School Parking Lot)

**The Course:** Begin Gallup Hill Road. Right on Colonel Ledyard Highway. Right on CT 117. Right on Iron Street, CT Route 214. Right on Spicer Hill Road. Right on Gallup Hill Road. Described as challenging and hilly.

**The Cause:** Ledyard High School Scholarship Fund

**The Cost:** $30 and various discounts available. Register online at <http://register.aratrace.com/search/event.aspx?id=35531>

**Check in:** 24 Gallup Hill Road beginning at 7:45. Serious walkers welcome. (Walk-ups welcome but identification not guaranteed in race results)

**Facilities:** Indoor restrooms available. Parking at start/finish line.

**Awards:** Overall 1st, 2nd, 3rd, Male/Female. 8 other 1st place divisions.

**Questions?:** eperson@ledyard.net 860-464-9600 x 6125

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**Mail Entry Form and Make Checks Payable to: Ledyard High School. Memo line: Colonel Classic. 24 Gallup Hill Rd. Ledyard, CT 06339**

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Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Age on Race Day:\_\_\_\_\_\_\_\_\_ Gender: Male Female

Phone:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Shirt Size. XXL, XL, L, M, S

Email:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

EMERGENCY CONTACT NAME:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

EMERGENCY CONTACT PHONE NUMBER:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

ALTERNATE EMERGENCY CONTACT NUMBER:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**(Sign waiver on next page. Unsigned waivers negates registration process)**

**WAIVER/Assumption of Risk**: In consideration for the privilege of participating in said race, the undersigned (signature of parent or legal guardian) hereby agrees that;

1. I fully assume all risk associated with utilization of and participation in the Colonel Classic 5 K Road Race, Saturday May 14th 2016, even if due to the negligence of the Town of Ledyard, Ledyard Parks and Recreation Dept., Ledyard Public Schools, Race Director, Volunteers and the Ledyard High School Scholarship Fund, its agents, servants or employees.

1. I hereby release, and agree that I will not sue, the Town of Ledyard, Ledyard Parks and Recreation Dept. Ledyard Public School, Race Director, Volunteers and the Ledyard High School Scholarship Fund, its agents, servants or employees from all liability should an injury to my self or child occur during participation in said race.
2. I also understand that a walking/running road race will occur on Town/State roads that will have traffic (partial road closures), sand, pot holes, parked cars. Weather conditions may be hot, cold, raining and foggy as well as various equipment used for the race along with the competitiveness of this activity makes this a very high risk sport.
3. In consideration of being accepted as a participant in said race, I hereby, for myself, my heirs, executor and administrators, release, discharge and hold harmless, the Town of Ledyard, Ledyard Parks and Recreation Dept. Ledyard Board of Education, Race Director, Volunteers and the Ledyard High School Scholarship Fund, its agent, servants or employees, any person(s) associated with the present or future, whether the same be known, anticipated or unanticipated, resulting from or arising out of, or incident to the aforementioned participant in said Colonel Classic 5 k road race on May 14, 2016
4. I have informed the proper authorities (Race Director) in writing of any medical condition of the aforementioned participant and agree to ensure the wearing by myself or child the proper attire and equipment for this Race.
5. I hereby state the aforementioned participant has been examined by a physician, is in good general health and proper physical condition enabling him/her to participate in the Colonel Classic 5 K Road Race on May 14, 2016

NEW!.  Headphone policy2014.1

I know I am forbidden from using headphones or any technological devise which may impair my hearing during event participation. I accept all responsibility for using audio devices of any kind, and waive my rights for claims or liabilities arising from their use. (please check box above if you understand this policy).

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Signature (Parent’s Signature If under 18)                        Date

**Colonel Classic 5k 2016**

**3rd Annual 5K Run**

**When:** May 14. Saturday. 9:30am

**Where:** Begins and ends at Ledyard High School – 24 Gallup Hill Road

**Cost:** varies – $20-$30

**Register by May 1** to get race shirt.

* AWARDS BY AGE DIVISION
* AWARDS TO OVERALL WINNERS
* AWARDS BY GENDER
* A RAT RACE TIMING
* HONORARY STARTER
* LIGHT FARE

**Proceeds to benefit Ledyard High** 

 **School scholarship funds**

 Sponsor opportunities available!

Register to run at

[www.lhspalestra.weebly.com](http://www.lhspalestra.weebly.com)

or

<http://register.aratrace.com/search/event.aspx?id=35531>

If you have any questions feel free to email us at eperson@ledyard.net