

# Ledyard High School

24 Gallup Hill Road • Ledyard, Connecticut 06339 • Phone: (860) 464-9600 • Fax: (860) 464-1990 • [www.ledyard.net/lhs](http://www.ledyard.net/lhs)



January, 2015

Dear neighbor:

Last April, on a calm, cool, relaxing Saturday morning, over 300 people stood shoulder to shoulder for the First 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 \$8000** 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, Mayor Rodolico, Principal Fagan, and Superintendent Cathy Patterson. We are ready for the 2<sup>nd</sup> annual race. **This year, the Colonel Classic will be run on Saturday, March 28<sup>th</sup>, 2015 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 **Lake of Isles-Troon Golf, Joshua's Limousine, Village Market, Dime Bank and Sprigs and Twigs** did in 2014. **Our goal for you is exposure**. The inaugural race had over 300 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 in our first year was very positive. Please look over the 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**. Contact us at 860-464-9600 x 6125 and ask for Erik to get started today. See you on the road.

Handwritten signature of Erik Person in black ink.

Erik Person  
Race Director

Handwritten signature of Ben McHale in black ink.

Ben McHale  
President of Palestra

Handwritten signature of Max Medas in black ink.

Max Medas  
Vice President of Palestra

Handwritten signature of Amanda Fagan in black ink.

Amanda Fagan  
Principal of LHS

Principal: Amanda O. Fagan  
Assistant Principal: W. Shane Winters

Assistant Principal: William Turner  
Coordinator of Student Services: Samuel J. Covino

# 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

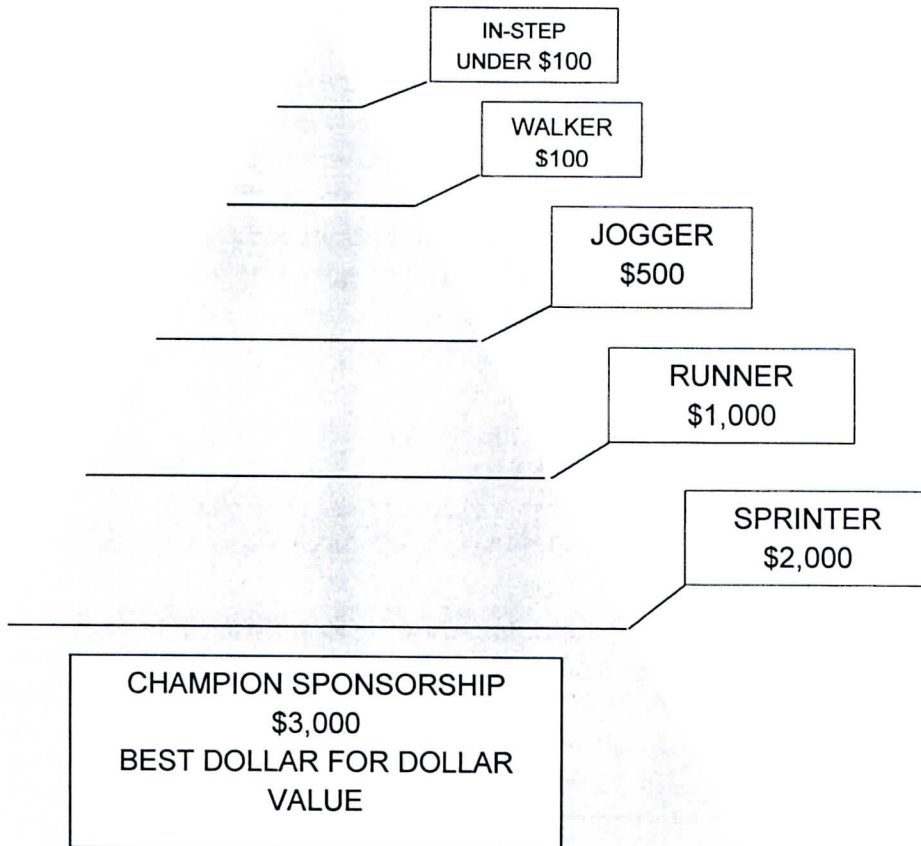
- Name on our sponsors list
- Item in gift bags (to be given out to all online registered runners)
- Race day presence (includes table if requested)
- 5 in. by 3 in. logo on official Colonel Classic t-shirt
- Name and logo on the Colonel Classic mile markers and advertising signage (to be displayed during,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



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 at 860-464-9600x6125 or Palestra at [LHSpalestra@gmail.com](mailto:LHSpalestra@gmail.com)

To learn more about Palestra and its goals, visit our website at [lhspalestra.weebly.com](http://lhspalestra.weebly.com)

# Colonel Classic 2015 Sponsorship Levels (and benefits)

	Name on sponsors list	Item in gift bags	Race day presence (includes table if requested)	5 in x 3 in logo on Colonel Classic t-shirt	Name and logo on the Colonel Classic mile markers	Name and logo on advertising signage	10 in x 6 in logo on Colonel Classic t-shirt	Name on all of the Colonel Classic handouts	5 minutes of advertising before awards ceremony
"In Step" Package (less than \$100)	✓								
"Walker" Package (\$100)	✓	✓	✓						
"Jogger" Package (\$500)	✓	✓	✓	✓					
"Runner" Package (\$1000)	✓	✓	✓	✓	✓				
"Sprinter" Package (\$2000)	✓	✓	✓	✓	✓	✓			
"Champion" Package Official Sponsor of Colonel Classic (\$3000 or more)	✓	✓	✓	✓	✓	✓	✓	✓	✓

**Note:** There will be only 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. For more information on sponsorship benefits, please refer to the Colonel Classic business letter or visit our website at [hspacestra.weebly.com](http://hspacestra.weebly.com). If you have any questions or concerns, please don't hesitate to contact us at [LHSpacestra@gmail.com](mailto:LHSpacestra@gmail.com).