



4th Annual  
**Running with the Wolves**  
**10K Road Race**  
...Under a Full Moon...



April 20, 2012

The Highland City Striders are pleased to offer your business the opportunity to sponsor our Fourth Annual “Running with the Wolves” 10-kilometer road race. This exciting event promotes health and fitness, and aids the Striders’ mission to make a positive difference in our community. Last year’s race featured over 200 runners, and we expect an even larger field this year. Last year, with your help, we were able to provide over \$1,500 to local food pantries in much needed assistance as well as provide running shoes to area high school athletes who faced affordability challenges. This year, our “Running with the Wolves” will be held on Wednesday, July 18th, 2012 at 6:30 PM and will run along the beautiful Assabet River Rail Trail.

This year we offer **Bronze (\$50), Silver (\$100) and Gold (\$150) sponsorships**, and in keeping with our mission to promote health and fitness, we have introduced the **Sponsor Fitness Challenge**, a program that you can use to promote fitness among your employees and their families.

The **Sponsor Fitness Challenge** provides special recognition to the company who has the greatest number of runners at the race and additionally, as a gold, silver, or bronze sponsor, your employees can participate at discounted rates. As a Bronze sponsor, your employees and their families can deduct \$2 per person from their registration fee. (Silver sponsors deduct \$4/person; Gold sponsors deduct \$6/person). Tell them about the race and your sponsorship. To receive the discount, please have your employees write their company name in the “Club Affiliation / Company” section of the race application.

All sponsors will be featured on race literature distributed to our prospective and active participants displayed on the Wolves race page of our web site, [www.highlandcitystriders.org](http://www.highlandcitystriders.org), and of course, will be prominently featured on our attractive race shirt. Gold level sponsors will receive increased recognition including larger and more prominently visible logo placement and a complimentary race shirt. It is our aim to provide plenty of exposure for our sponsors since you drive our success.

A sponsorship and commitment form is enclosed. We hope you will consider participating in our “Running with the Wolves” event. If you have, any questions please feel free to contact me, Christine Johansen, Race Director at (978) 760-1310 or by email at [cjohansen38@gmail.com](mailto:cjohansen38@gmail.com) or [highlandcitystriders1@gmail.com](mailto:highlandcitystriders1@gmail.com).

The Highland City Striders is a tax-exempt 501(c)(3) non-profit corporation, EIN 26-2660114.

Sincerely,

*Christine Johansen*

Christine Johansen  
Race Director, Running With the Wolves 2012

# 2012 Running with the Wolves 10K Sponsorship Commitment Form

Business/Organization/Individual \_\_\_\_\_

Address \_\_\_\_\_

Contact Name & Phone \_\_\_\_\_

Email \_\_\_\_\_

Sponsorship Level:

Gold \$150 \_\_\_\_\_ Silver \$100: \_\_\_\_\_ Bronze \$50: \_\_\_\_\_

Please note:

- ✓ Provide a clear logo for promotional use. An electronic version is preferred for best results. Email your logo to [highlandcitystriders1@gmail.com](mailto:highlandcitystriders1@gmail.com).
- ✓ If you do not have an electronic logo, we can scan from paper if needed. If no logo is available, we will simply use your business name in text.
- ✓ Please make checks payable to “Highland City Striders”.
- ✓ Mail this form and check (and paper logo if needed) by June 22<sup>nd</sup> to:

Highland City Striders  
Attn: April Ropes  
8 Palmieri Dr.  
Hudson, MA 01749

***Thank you for your Support!***