



4393 Collins Road
Rochester, MI 48306
(248) 651-9260
(248) 601-0106 (FAX)
www.paintcreektrail.org

June 14, 2018

Dear Friend of the Paint Creek Trail,

The Paint Creek Trailways Commission is seeking sponsorships for our 13th Annual Paint Creek Trail Labor Day Bridge Walk and Run on Monday, September 3, 2018. This family friendly event starts at the Rochester Municipal Park in downtown Rochester, Michigan. Participants can choose a 2 mile walk on the Paint Creek Trail, or 10K run. This is a free community event, with a suggested donation of \$5 per family for Paint Creek Trail improvements. Registration starts at 8:00am, the event starts at 9:00am, and will end by 12:00pm.

Our target audience for this event is people of all ages and abilities. We have young families, teenagers, adults, and senior citizens who love our event. Many of our guests have attended our Walk/Run over the years, and have made it part of their family tradition. We market our event as our most popular and fun event of the year:

"It's a chance for friends and families to enjoy the beauty of the trail and start the new school year or the fall season with a little exercise. The Paint Creek Trail is a great, available, and free nature resource in our communities, and it's easy to incorporate physical activity in your daily routine."

We are expecting 350-400 people to attend the Labor Day Bridge Walk and Run. We will provide donuts, water, and coffee to our guests. Presenting Sponsors will have an opportunity to have a presence at our event, as we will provide a promotional table for you, to reach our guests. We will be providing a face painter for all attendees, and the Oakland County Mounted Patrol Deputies will be on the trail and on site with their ever-popular horses!

Sponsorship opportunities are detailed below. If interested, please submit the attached Sponsorship Form no later than August 7, 2018 to be included in press releases, promotional ads, etc. We will also need your company's logo by August 9, 2018.

Thank you for your support of the Paint Creek Trail!

Sincerely,

A handwritten signature in black ink that reads "Kristen Myers" with a horizontal line extending to the right.

Kristen Myers, Trail Manager



4393 Collins Road
Rochester, MI 48306
(248) 651-9260
(248) 601-0106 (FAX)
www.paintcreektrail.org

13th Annual Paint Creek Trail Labor Day Bridge Walk and Run Monday, September 3, 2018 SPONSORSHIP FORM

Name: _____
Contact Person: _____
Address: _____
City/State/Zip: _____
Phone: _____
Email: _____
Website: _____

LEVELS (Please Circle)

PRESENTING SPONSOR (\$250)

Name/logo on posters, brochures and press releases
Your banner/sign displayed at the event and a promotional table (you must provide banner/sign)
Link to your web site on the Paint Creek Trail website
Social media promotion "Sponsor Spotlight of the Day" (over 5,000 followers)

CONTRIBUTING SPONSOR (\$100)

Name/logo on posters, brochures and press releases
Link to your web site on the Paint Creek Trail website
Store name on Board at Event site

Checks payable to: **Paint Creek Trailways Commission**

Please return no later than **August 7, 2018** to:

Paint Creek Trailways Commission
Attn: Chris Gray, Assistant Manager
4393 Collins Rd.
Rochester, MI 48306

Questions? Call (248) 651-9260 or email to cgray@paintcreektrail.org