



## **RE: Request for Sponsorship**

To whom it may concern:

*“The excellence of a gift lies in its appropriateness rather than in its value.”*  
*C.D. Warner*

I am writing this letter to request sponsorship and/or a monetary donation for “Nate’s Race”. Nate’s Race is a 5K run being held in memory of my son Nathan Ross Hergenbahn, who was killed in an auto accident 4 years ago this July.

Nathan was 16 years old when he died. He was going into his junior year at Alvirne High School and was a star athlete, playing both varsity football and basketball. He was a role model to his peers and loved by all who met him.

The race will benefit the students of Alvirne High School through a scholarship fund. It is being held in Hudson, New Hampshire. This year (2010) will be the first year of this annual event. We have a great deal of interest in this race and anticipate having 500 or more participants, and plan to grow it in future years.

We are a nonprofit organization and donations and sponsorships are tax deductible.

We anticipate that 100% of the money collected through registration fees from participants will go to the scholarship fund. Our goal is to provide a constant source of money to be available to Alvirne students that can be used for college or vocational training.

All of the planning and organization of the event will be done by volunteers, and the costs involved will be covered by generous donations from local businesses and individuals.

Sponsorship can be in any of the following ways:

- 1) Donate any amount you wish. We would be happy to have many small sponsors, and feel like this is a community event that deserves widespread community support.
- 2) Items for runner goody bags (keychains, pens, etc.)

Sponsor a specific need. This will get your name on the back of every t-shirt, acknowledgement on the website and in the race program, and a link to your business on the website.

- a) T-shirts for runners, in whole or any portion, \$2000 (full t-shirt sponsorship qualifies for platinum level)
- b) Water bottles with logo, \$500 and up
- c) Police detail, \$400
- d) Timing of the race, \$350
- e) Racer bibs and tags, \$350
- f) Port-a-Potties, \$284
- g) Course measurement, \$125
- h) Finish line banner, \$100
- i) Food and drink for after finish, \$100 or actual items (example: bottled water, fruit)
- j) Prizes for top finishers, gift certificates or giveaways in any denomination

Sponsorship levels. The following sponsorship levels will qualify for the following:

Bronze Sponsorship \$250:

Name on shirt

Link on race website, [www.natesrace.com](http://www.natesrace.com)

Acknowledgement of sponsorship on website and in race program

Silver Sponsorship \$500:

Includes everything in bronze sponsorship PLUS:

Small logo on shirt

Banner on finish line

Gold Sponsorship \$1000:

Includes everything in silver sponsorship PLUS:

Medium logo on shirt

Banner on start and finish line

Platinum Sponsorship \$1500:

Includes everything in gold sponsorship PLUS:

Large logo on shirt

Prime placement on website

Prime placement in race program

Banner on start line, finish line, and front of stage

Payment can be made by check to "Natesrace Foundation" or can be made on the race website at [natesrace.com](http://natesrace.com).

For more information about the race please visit the race website at [natesrace.com](http://natesrace.com) or call me, Ross Hergenbahn at 603-321-4375.

Thank you in advance for your support.

Sincerely,

Ross Hergenbahn  
Race Director  
75 Sousa Blvd.  
Hudson, NH 03051