

2018 Shine On 5k Information

- EVENT:** Shine On 5k is a run/walk in memory of Karen DuCotey to benefit The Karen DuCotey Fund for Kids, the Karen DuCotey Memorial Award and Burlington Parks and Recreation Department. In addition to the 5k, there are several fun run options for children 13 and under.
- DATE & TIME:** Sunday, May 20th at 11:00 am
- COURSE:** The race begins and ends at Lewis Mills High School on Lyon Road in Burlington, CT. It is a 3.1 mile loop on the roads surrounding the high school. The fun runs will take place at the high school.
- CAUSE:** The Karen DuCotey Fund for Kids with the Main Street Community Foundation was established in 2011. To date, the Shine On 5k has raised more than \$35,000 for this not for profit fund that benefits families in the Region 10 school district. In addition, a The Karen DuCotey Memorial scholarship benefits a graduating senior from Lewis Mills High School each year.
- PARTICIPANTS:** Annually since 2011, the Shine On 5k has hosted over 200 participants, including adult runners and walkers as well as children participating in the fun runs. Additionally, there are hundreds of spectators and volunteers. Participants and spectators enjoy the family atmosphere which includes activities geared towards families, such as face painting, a bounce house, games and raffles.
- AMENITIES:** Each runner will receive a t-shirt that will include our sponsor's logos. Gold and Silver level sponsors are encouraged to have a table or booth on race day to promote their business by providing advertising, coupons, demonstrations or promotional items. If you are unable to come on race day, we will gladly distribute any promotional materials that you provide. Each sponsor will also be featured on our websites: www.shineon5k.com and www.facebook.com/shineon5k.
- ADVERTISING:** The Shine On 5k will be advertising through our websites and social media outlets, race applications, flyers and other promotional items in the local community and schools; and all materials will include a list of our sponsors. The race will be posted on many running websites including, but not limited to: www.snerro.com, www.hitek racing.com, www.runnersworld.com, www.road-id.com, www.mapmyrun.com, www.nerunner.com. We will also advertise the race in several local media outlets, including newspapers and radio.



2018 Shine On 5k Sponsorship Levels

GOLD

\$500

- Prominent logo and/or company name on all promotions and publicity (includes print ads, press releases, race applications, websites and t-shirts).
- Business shown on our websites as a gold sponsor with hyperlink to your website
- Gold sponsors are frequently highlighted in articles and promotional material.
- Prominent logo on signage at start and finish lines
- Set up a table or booth in close proximity to the registration table on race day and provide product samples, promotional items, coupons or brochures to advertise your business

SILVER

\$300

- Standard logo and/or company name on all promotions and publicity (includes print ads, press releases, race applications, website and t-shirts)
- Business shown on our website as a silver sponsor and hyperlink to your website
- Standard logo on signage at start and finish lines
- Set up a table or booth on race day and provide product samples, promotional items, coupons or brochures to advertise your business

BRONZE

\$200

- Proportionate sized logo and/or company name on race applications and t-shirts
- Business shown on our website as a bronze sponsor
- Proportionate sized logo on signage at start and finish lines

OTHER -

DONATION OF GIFT CARD OR PRODUCTS FROM YOUR BUSINESS

- Business listed on race t-shirts
- Business logo shown on our website and facebook page

My check in the amount of \$_____, **made payable to Burlington Parks and Recreation** is enclosed.

Company Name/Address: _____

Company Contact: _____

Email Address: _____

Sponsorship Level: _____

Return this form and your check **made payable to Burlington Parks and Recreation** to:
Shine On 5k
PO Box 1536, Burlington, CT 06013-0536