



**24<sup>th</sup> Edition Road Race Sponsor Pledge Form**  
**5K Fundraiser for Kennebunk Free Library**  
**Virtually: June 21 – July 7**  
**In-Person (if possible): July 9**



**\$200 – Bronze Level**

- Alphabetical company listing on T-shirt
- Your promotional product in our runner goodie bags (200)



**\$400 – Silver Level**

- Medium logo on T-shirt
- Your promotional product in our runner goodie bags (200)
- (1) Complimentary registration
- Your company banner at event (you supply banner)



**\$600 – Gold Level**

- Large logo on T-shirt
- Your promotional product in our runner goodie bags (200)
- (2) Complimentary registrations
- Your company banner at event (you supply banner)



**\$1000 – Platinum Level**

- Banner logo across shirt top or on a sleeve
- Your promotional product in our runner goodie bags (200)
- (4) Complimentary registrations
- Your company banner at event (you supply banner)



**\$2000 – Double Platinum Level**

- Banner logo on shirt in the most prominent location
- Your promotional product in our runner goodie bags (200)
- (8) Complimentary registrations
- Your company banner at event (you supply banner)



**\$800 – Timing Level**

- Your logo at finish line and on T-shirt
- Your promotional product in our runner goodie bags (200)
- (3) Complimentary registrations
- Your company banner at event (you supply banner)



**\$1000 – Bib Level (Only 1 available)**

- Your logo on all race bibs (600+)
- Your promotional product in our runner goodie bags (200)
- (4) Complimentary registrations
- Your company banner at event (you supply banner)

Business Name

Contact Person

Business Phone

Website URL

Business Address

Business Email Address

**Deadlines**

Verbal Pledges: 4/30

Payments Due: 5/28

Goodie Bag Deadline: 6/18

This is a pledge form. Please submit this form and we will invoice you.

**Do we have your logo?** (Preferred format: EPS or Adobe Illustrator vectored file in a 2.5" x 2.5" size in a single color)

- Yes, you do!
- No, but I'll be forwarding it.
- Yes, but it has changed and I'll be forwarding it.

**Will you be including a goodie bag item?**

- Yes, I will drop it off at KFL (Please contact us for our current COVID hours and details about entering the library.)
- Yes, I need it picked up. (When and Where?) \_\_\_\_\_
- No

**Do you have a banner you want displayed?**

- Yes, I will drop it off at KFL (Please contact us for our current COVID hours and details about entering the library.)
- Yes, I need it picked up. (When and Where?) \_\_\_\_\_
- No

**So, what about the pandemic?**

Great question! We are setting up our event so that participation can take place virtually from June 21 – July 7. If it is safe at the time to do so we will also hold an in-person event on Friday, July 9. Last year when we shifted gears in April, we were still able to pull off a successful virtual-only event with almost 200 participants. We see this opportunity as a win-win because either way we can hold our event and it means added exposure for your business since event extends for several days. [Visit our website to read details about how our virtual race works.](#)

**What are the goodie bags all about?**

Reusable bags provided by longtime sponsor Hazelwood Handyman go out to the first 200 registrants and include a limited-edition t-shirt. Sponsors are invited to join in with promotional goodies. If you are looking for ideas reach out to Alan Wyman at A&W Promotional Products for suggestions, 985-2108. Goodie bags are a big incentive for racers.

**What other incentives are there for my business?**

All sponsors are listed on our library website with a link to your website. We promote our sponsors in our emails to potential racers (over 1400 contacts) and include links to your information in our e-newsletters (over 3800 monthly contacts) and social media (1800+ Facebook followers and 1000+ Instagram followers. Your digital listings begin once we receive this pledge form. We also list all sponsors on a poster at our event.

[General race information can be found here.](#)-Please check back regularly for updates.

[Sponsors and Raffle Prizes can be found here.](#)-If an in-person raffle drawing is not possible we will hold an online auction.

[Register at this link.](#)-If your sponsorship receives complimentary registrations you will receive a promotional code listed on your invoice. Make sure to register ASAP to be among the first 200 and receive your shirts and goodie bags.

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*\*Add our email addresses to your contacts to help keep our emails out of your spam box. \**

The Kennebunk Free Library is a terrific community resource. We make information enrichment and technology available to every citizen of our town and surrounding areas. The Library, a 501(c)(3) nonprofit, is responsible for raising 25% of our annual operating expenses every year and the support of businesses and community members is essential in helping us meet our financial goals. All money raised by the road race is used to increase our collections including books, audiobooks, and DVDs as well as fund services such as programming support and e-book platforms. KFL patrons also have access to over 6 million titles with delivery on most items within less than a week thanks to Minerva – a consortium of over 60 public, school, and academic libraries!