



SPONSORSHIP OPPORTUNITIES

The Bethlehem Morning Star Rotary requests your help to make our “21st Annual Morning Star Rotary 5K Run” the most successful on record. Planning is in high gear for this fun and worthwhile event to be held on Saturday September 24, 2011. Over the past 20 years, the Morning Star Rotary has raised over \$70,000 and included over 5,000 runners.

This year we are expanding the race to include a 10K! The 10K will attract another level of runners and expand the race to cover the exciting new developing areas of the south side of Bethlehem along the river through the new SteelStacks development.

This year, we have decided to focus on local core community initiatives that will help build a stronger tomorrow for the Lehigh Valley. This year’s beneficiaries will support Bethlehem Special Olympics (<http://www.bethlehemsopa.org/>) and other local Morning Star Community grant recipients.

Our ability to make these donations is directly related to the generosity of our sponsors. The enclosed 2011 Sponsorship Registration form lists this year’s sponsorship opportunities. If you do not see a promotional opportunity you are looking for, let me know and we can try and fit your needs. We appreciate both cash and in-kind donations. Morning Star Rotary would love to include you on our team of sponsors for 2011. All sponsors are invited to provide promotional materials to the runner’s race-day bags.

Sponsorship supports our event in three critical ways:

1. Help us increase the total funds raised and donated
2. Help us cover expenses such as race day set-up materials, promotional materials, runner’s awards and so on
3. Help us provide raffle prizes for the runners, which increases the fun had by all and encourages more runners to attend

Thank you very much for your support of the 2011, 21st Annual Morning Star Rotary 5K Classic and the community development work of Morning Star Rotary. **The Bethlehem Morning Star Rotary is a 501c3 organization. For more information about the race please visit our website: www.Morningstar5k.com**

Sincerely,
Susan Burnett,
Bethlehem Morning Star Rotary Sponsorship Coordinator
burnetts@rcn.com, 610.814.0880

SPONSOR OPPORTUNITIES

Sponsor Benefits	Bronze Up to \$250	Silver \$500	Gold \$750	Platinum \$1000
Your logo and link on Morning Star Rotary 5K website	Yes	Yes	Yes	Yes
Promotional material in race-day bags	Yes	Yes	Yes	Yes
Sponsor Recognition breakfast	Yes	Yes	Yes	Yes
Name and Logo on runner's shirt		Yes	Yes	Yes
3 Free registrations		Yes	Yes	No
One 18" x 24" sign along race course				Yes
Spoken acknowledgment on Race day				Yes
6 Free registrations				Yes

PLEASE SUBMIT THE BOTTOM HALF OF THIS PAGE

Sponsor Name:	
Address:	
Phone Number / Fax Number:	Phone
	Fax:
Email Address:	
Contact Person Name:	
Sponsorship Category (check one)	
Platinum, \$1,000	
Gold, \$750	
Silver, \$500 or more	
Bronze, \$250	
Other Cash Sponsorship	
Gift In-Kind Sponsorship	
Will you be submitting a logo for promotional literature (circle one)?	<input type="checkbox"/> Yes, electronic version (graphic format requirements on following page) <input type="checkbox"/> No

Submit completed Sponsorship form to: Susan Burnett, 3531 Hecktown Rd. Bethlehem, PA 18020