



Kingstowne Striders
C/O Kevin Shaw
5311 Waldo Dr.
Alexandria, VA 22315

Dear Potential Sponsor:

On behalf of the Kingstowne Striders and the Pancreatic Cancer Action Network, we would like to offer you the opportunity to be involved in an exciting new tradition!

On November 5, 2011, the Kingstowne Striders will host the 2nd Annual Jack T. Farrar, Jr. **"Fill the Shoes"** 5K race in Hayfield Farm, Alexandria, VA 22315.

The mission of the race is to raise funds and awareness to serve all persons living with and fighting pancreatic cancer in every way possible. It is the 4th leading type of cancer with the highest mortality rate; 94% of those diagnosed die within 5 years and 75% die within the first year. It is estimated that 43,140 Americans will be diagnosed in 2011 and 36,800 will die from the disease.

Join us in leading these efforts by participating in the support of this race in your own community. Your support will impact lives and treatment of patients and their families.

All net proceeds from the race will benefit the Pancreatic Cancer Action Network and be designated for research, prevention and survival. Donations are tax deductible to the fullest extent of the federal tax codes.

As the producer the Jack T. Farrar, Jr. **"Fill the Shoes"** 5K Race, the Kingstowne Striders club is seeking corporate sponsorships. Attached are the various levels of sponsorships and benefits.

Thank you in advance for taking a leadership role and providing support to the Jack T. Farrar, Jr. **"Fill the Shoes"** 5K and for your commitment to helping us fight this disease. We look forward to adding your name to our growing list of **"Fill the Shoes"** partners.

Once you've decided on your level of sponsorship, please contact Amanda Farrar at 703-887-0928 or aef222@aol.com or contact Kevin Shaw at 703-626-0769 or TriKev@cox.net. Thank you for your consideration and we look forward to seeing you on November 5!

Sponsorships will be accepted until Saturday, November 5, 2011; however, to receive logo placement on the race T-shirts, your commitment and acceptable artwork must be received in our office by September 30, 2011. Receipt of the above by August 5 for logo placement on print materials.

Amanda Farrar

Kevin Shaw

Race Co-Director

Race Co-Director





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SPONSORSHIP LEVELS: 2nd Annual Jack T. Farrar, Jr. ***“Fill the Shoes”*** 5K race

Kingstowne Striders is a 501 (c) (3) non-profit corporation. Federal Tax ID #27-301468

“Gold” Sponsor Level: \$2,000 cash – will receive the following recognition and benefits:

- Premier placement on website
- Logo & link to company website on race website
- Logo and most prominent name on T-shirt
- 5 Free entries to the race.

“Silver” Sponsor Level: \$1,000 cash – will receive the following recognition and benefits:

- Prominent placement on website
- Logo & link to company website on race website
- Logo on T-shirt
- 3 Free entries to race.

“Bronze” Sponsor Level: \$500 cash + product e.g. certificates for post race awards & raffles

- Prominent placement on race website
- Logo on T-shirt
- 2 Free entries to race

“Official” Sponsor Level: \$500 cash or cash equivalent e.g. cups, water, bagels, bananas

- Logo on race website
- Logo on T-shirt
- 2 Free entries to race

“Supporter” Sponsor Level: \$250 cash or cash equivalent e.g. water, coffee, donuts for volunteers

- Name of company on promotional materials
- Logo on race website

We will also gratefully accept all other levels of participation/donations, including goodies, coupons, etc. to fill the race packets!

For donation distribution please log onto:

http://www.pancan.org/section_about/pdf/ar_financials09.pdf