

November 1, 2016



To Whom It May Concern,

The City of Gaithersburg is excited to host the 2<sup>nd</sup> Annual La Milla de Mayo (The May Mile), the one mile run/walk in Olde Towne Gaithersburg, is being planned for Saturday, May 6, 2017 at 6 p.m. As the event is designed to bring attention to the economic vitality of Olde Towne, we want you to be involved.

The race is presented by the City of Gaithersburg in partnership with the Montgomery County Road Runners Club. Through corporate sponsorships and donations, proceeds benefit the City's *Dolores C. Swoyer* Camp Scholarship Fund. This fund provides summer camp registration fees for underprivileged youth, allowing them to enjoy a summer of learning, recreation and socialization.

In return for your financial contribution, your organization will be recognized in several ways, ranging from logos on race t-shirts to banners at the finish line. Attached you will find the 2017 Sponsorship Packages. We are glad to work with you to customize a sponsorship that fits your business, including in-kind sponsorships. We encourage all Olde Towne businesses to have race day promotions including sidewalk sales, food and drink specials, and promotional tables, and enough staff on hand to handle the extra volume.

The course will begin at the Girard Business Center and navigate along East Diamond Avenue to a finish line at the Thomas Cannery Shopping Center near Chestnut Street. The event includes a one mile chip-timed race and two shorter fun runs for children. Runners, family members, friends, and community members are welcome to warm up with Zumba classes at the start line and cool down with salsa music, dancing, maraca making, and other family activities in the Olde Towne area. Parking for La Milla de Mayo will be available at Gaithersburg Elementary and Middle Schools and at the Olde Towne parking garage at Olde Towne and Summit Avenues. Thank you for your consideration in helping make La Milla de Mayo a success.

For more information please contact me at 240-801-5210 or [jopel@gaithersburgmd.gov](mailto:jopel@gaithersburgmd.gov).

Best Regards,

Jenni Opel

Sponsorship Coordinator

City of Gaithersburg



## 2017 La Milla de Mayo Sponsorship Levels

### World Record Holder - \$1,000

- Host and logo display at packet pick-up
- Company logo to appear on event marketing materials, advertising banners, emails blasts and event webpage (w/ click-thru)
- Logo displayed at start and finish line
- Company logo on t-shirt
- Promotional materials included in race packets (sponsor to provide)
- One 10'x10' booth space at post-race festival (includes canopy, 6' table and two chairs)
- Verbal recognition pre-race and at post-race festival
- 4 complimentary race entries

### Super Sprinter – \$500

- Company logo to appear on event marketing materials, advertising banners, emails blasts and event webpage (w/ click-thru)
- Company logo on t-shirt
- Logo displayed at start line
- Promotional materials included in race packets (sponsor to provide)
- One 10'x10' booth space at post-race festival (includes canopy, 6' table and two chairs)
- Verbal recognition pre and post-race festival
- 3 Complimentary race entries

### Fast Tracker – \$250

- Name and logo on back of t-shirt
- Logo displayed at packet pick-up and race packets
- Promotional materials included in race packets (sponsor to provide)
- One 10'x10' booth space at post-race festival (sponsor to provide tent, table and chairs)
- Verbal recognition pre-race and at post-race festival
- 2 Complimentary race entries

### With the Pack - \$100

- Logo displayed at packet pick-up and race packets
- One 10'x10' booth space at post-race festival (sponsor to provide tent, table and chairs)
- 1 Complimentary race entry

### Other sponsorship opportunities:

- Age Category Sponsor - \$300, company logo on award certificates for age category winners (12 categories)
- Water Table Sponsor – In-Kind Opportunity. Sponsor to provide water and cups for up to 200 runners; includes benefits for “Fast Tracker” sponsorship
- Distance Marker - \$200, logo displayed at quarter mile marker; includes benefits for “With the Pack” sponsorship



## 2017 La Milla de Mayo Sponsorship Agreement

### Contact Information:

Company Name (as you would like it listed): \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email/Website: \_\_\_\_\_

Please send high resolution company logo to [jopel@gaithersburgmd.gov](mailto:jopel@gaithersburgmd.gov)

**Sponsor Level:** Contact Jenni Opel at 240-801-5210 or at [jopel@gaithersburgmd.gov](mailto:jopel@gaithersburgmd.gov) for customized sponsorships.

World Record Holder (\$1,000)    Super Sprinter (\$500)    Fast Track (\$250)    With the Pack (\$100)

I would like to make an In-Kind donation for random prizes, etc:

Description of In-Kind donation: \_\_\_\_\_  
(Examples: gift cards/baskets, prepackaged food item/bottled water, donation of services/products)

Estimated value: \$ \_\_\_\_\_

### Payment:

Total Paid: \$ \_\_\_\_\_    Cash    Check payable to City of Gaithersburg

VISA / MC / AMEX / DISC #: \_\_\_\_\_ Exp: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

I want an exhibit space in the expo.

I will be serving food at the exhibit. Food vendors need to obtain a permit from:

Montgomery County Temporary Food Service License – Dept. of HHS

### MAIL COMPLETED FORM, PAYMENT, AND ALL REQUIRED MATERIALS TO:

La Milla de Mayo Sponsor  
506 S. Fredrick Avenue  
Gaithersburg, MD 20877

**Deadline: April 6, 2017**