



Dear Sponsor,

We are students at the University of Central Florida (“UCF”) who have partnered with United Way of Brevard to assist with a fundraising initiative. This project is part of a group activity to help learn project management and team building skills, as well as give back to the community.

Our group at UCF is working with United Way to host a 5K Run/2 Mile Walk event, and we are seeking your help to make this event a success. The event is called “Beat the Leader”, and it will be held at Coconuts on the Beach, located in Cocoa Beach, on February 18, 2012. We are seeking community leaders to participate as runners or walkers in the race, with the idea being that any other runners who “Beat the Leader,” will receive an award. The purpose of this race is to raise funds for United Way, however, it is also an opportunity for all facets of our community to come together to support our community and have fun!

As you probably know, United Way funds support critical health and human services programs in our community every year. These programs help thousands of children, seniors and families in need every year – in fact one in four Brevard County residents will benefit from these programs in the coming year.

We are currently seeking sponsors to contribute to the event. Potential donors or sponsors may provide a direct contribution, monetary or in-kind and/or donate business services as prizes/awards. We hope we can count on your participation in this event to help the Brevard County community which has seen its share of families in need escalate. Your sponsorship will show your commitment to the community and help improve the lives of others.

Enclosed is a sponsorship form which outlines the various levels of sponsorship. Please complete and mail your check to the address provided; or call 321-631-2740 for pick up of donated prizes.

Thank you for your time and consideration. We hope we can count on your support as we raise money for this important cause. Your participation will truly help us make this event a success!

Sincerely,

Barbara Gunter Tiffany Hansen Marcia Fraser Debbie Midkiff Susan McGowan



“THE BOSS” SPONSORSHIP *TAKEN*
\$2,500.00

Your business name will appear on the front of the race tshirts with the words “Company XYZ presents:” In addition your business will receive **PROMINENT** logo recognition on the **BACK of the race T-Shirts** as well as all event brochures and race packets. You are welcome to set up a booth or display on event day at the award pavilion, and you may place promotional items inside participant race packets. Additionally, your business name will be included in all media releases.

LEADER SPONSORSHIP
\$1,000.00

Your business will receive logo recognition on the **BACK of the race T-Shirts** (size proportionate to donation) as well as your business is welcomed to set up a booth or display on event day at the award pavilion, and you may place promotional items inside participant race packets. Additionally, your business name will be included in all media releases.

BEAT THE LEADER SPONSORSHIP
\$500.00

Your business will receive logo recognition on the **BACK of the race T-Shirts** (size proportionate to donation) as well as your business is welcomed to set up a booth or display on event day at the award pavilion, and you may place promotional items inside participant race packets. Additionally, your business name will be included in all media releases.

INDIVIDUAL SPONSORSHIPS
\$250.00

Your business is welcomed to set up a booth or display on event day at the award pavilion and you may place promotional items inside participant race packets. Additionally, your business name will be included in all media releases.

\$100 and in-kind

Your business name will be included in all media releases.

Other Contribution: Cash _____ Prize _____ Service _____

COMPANY NAME _____

CHECK # _____ **\$** _____

Please mail to: Alecia Blattler, Resource Development Manager
United Way of Brevard
937 Dixon Blvd. Cocoa, FL 32922