



THE LIONS CLUB OF LEXINGTON, INC.

P.O. Box 71, Lexington, Massachusetts, 02420

"Birthplace of American Liberty"

www.lexingtonlions.org

February 28, 2022

RE: 108th Annual Patriots Day Road Race – Sponsorship Opportunities for April 18, 2022

Dear Sponsor,

We are back in person for 2022!! For many years the Lexington Lions Club has greatly depended upon and appreciated the support given by community-based corporations such as yours to the Patriots Day Road Race. This year we are excited to be celebrating our historic **108th year** of one of the oldest road races in our country back in an in-person format.

We need your help to make the 108th Patriots Day Road Race a success, and to continue our battle against eye disease. We are hopeful that your company will help us promote this collective undertaking in our community. Last year with the help of companies like yours, even in a virtual format we were able to raise over \$15,000 toward this cause. The pandemic has negatively impacted the fundraising for the ***Journey for Sight*** cause, but it is important that we continue to make a difference. We are hopeful that your company will help us with this fight.

In the past, our sponsors received a great deal of exposure through their sponsorship of the Patriots Day Road Race. We typically see about 500 runners and there are usually **thousands** of spectators along the race route and present for the other Patriots Day events. Please refer to the enclosed Sponsorship Opportunities page for additional details on how you can be a sponsor of this historic event.

We know this past 2 years has been a challenge for many businesses, so we appreciate your consideration of any sponsorship level. We look forward to working with you on this and other joint community projects of 2022. If you require additional information, please feel free to contact us at any time. Thank you in advance for your support. **PLEASE RESPOND BY OUR APRIL 9th DEADLINE.**

Very truly yours,
Road Race Committee

Colby Crogan

John Lucante

Bill Carlson

Paula Rizzo-Riley

Lisa Mazerall

Did you know...

2.2 Billion

People around the globe have a vision impairment.

1 Billion

People around the globe have a vision impairment that could have been prevented or is yet to be addressed.

\$38 Million

Donations from Massachusetts Lions over the past 69 years toward eye disease research.

Help the Lexington Lions Club make a difference in someone's life today!





LEXINGTON LIONS CLUB
WWW.LEXINGTONLIONS.ORG

*Be a Part of
Lexington's
History...*



108th Annual Patriots Day Road Race

“JOURNEY FOR SIGHT”

SPONSORSHIP OPPORTUNITIES FOR APRIL 18, 2022



GOLD SPONSOR:

- ✓ LARGE LOGO ON RUNNER T-SHIRTS
- ✓ BANNER AT WATER STOPS
- ✓ LARGE LOGO ON RACE BANNER
- ✓ LINK FROM LIONS WEBSITE (WWW.LEXINGTONLIONS.ORG)
- ✓ OPTION TO OPERATE A BOOTH AND OFFER SITE PROMOTIONS
- ✓ OPTION TO PROVIDE PROMOTIONAL MATERIALS TO RUNNERS
- ✓ FREE CORPORATE TEAM (4 RUNNERS)
- ✓ 3 COMPLIMENTARY T-SHIRTS
- ✓ LOGO AND OPTIONAL INSERTS IN APPLICATIONS TO PRIOR YEARS RUNNERS
- ✓ OFFICIAL ENTRY FORM PICK-UP LOCATION
- ✓ RECOGNIZED IN P.A. ANNOUNCEMENTS DURING THE RACE AWARD CEREMONY

\$1500



SILVER SPONSOR:

- ✓ SMALL LOGO ON RUNNER T-SHIRTS
- ✓ LOGO ON RACE BANNER AT RACE TRAILER
- ✓ LINK FROM LIONS WEBSITE (WWW.LEXINGTONLIONS.ORG)
- ✓ COMPLIMENTARY T-SHIRT
- ✓ OFFICIAL ENTRY FORM PICK-UP LOCATION

\$500



BRONZE SPONSOR:

- ✓ LISTING ON RUNNER T-SHIRTS
- ✓ LISTING ON LIONS WEBSITE (WWW.LEXINGTONLIONS.ORG)
- ✓ COMPLIMENTARY T-SHIRT
- ✓ LISTING ON SIGNAGE AT RACE TRAILER

\$200

*For more information please contact:
(781) 862-4710; lexlionsclub@gmail.com*



LEXINGTON LIONS CLUB
WWW.LEXINGTONLIONS.ORG

108th Annual Patriots Day Road Race "JOURNEY FOR SIGHT" APRIL 18, 2022 SPONSORSHIP RESPONSE FORM

DEADLINE FOR RESPONSE: APRIL 9, 2022

YES, WE WANT TO SUPPORT THE LEXINGTON LIONS CLUB IN THEIR EFFORTS TO CURE EYE DISEASE, ELIMINATE THE LOSS OF EYESIGHT AND HELP THOSE THAT ARE NEEDLESSLY BLIND:

Save Time, Submit & Pay Online by Visiting:
www.LexingtonLions.org/sponsor.cfm



***PLEASE UPDATE CONTACT INFORMATION, IF NECESSARY:**

Organization Name: _____
Contact Name: _____
Contact Phone: _____ Contact Email: _____
Contact Address: _____
Contact City, State, Zip: _____

***CHECK YOUR SPONSORSHIP LEVEL:**

GOLD **SILVER** **BRONZE**
(\$1500) (\$500) (\$200)

Sorry, I cannot be a sponsor, but my gift of \$_____ in support of your eye disease research fund is enclosed.

*** T-SHIRT SIZE:**

X-Small Small Medium Large X-Large No Shirt

*** LOGO FOR T-SHIRT AND OTHER PRINTED MATERIAL:**

Previous supporter, use logo on File
 Logo will be emailed to lexlionsclub@gmail.com
 Hard copy of logo enclosed

*** METHOD OF PAYMENT:**

By mail: Make checks payable to **Lexington Lions Club**, and send this form to:
Lexington Lions Club, PO Box 71, Lexington, MA 02420

THANK YOU FOR YOUR CONSIDERATION!



LEXINGTON LIONS CLUB
WWW.LEXINGTONLIONS.ORG



108th Annual Patriots Day Road Race

"JOURNEY FOR SIGHT"
APRIL 19, 2022

THE 2021 T-SHIRT (BACK):



THANKS AGAIN FOR YOUR CONTINUED SUPPORT!