



## THE LIONS CLUB OF LEXINGTON, INC.

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

"Birthplace of American Liberty"

[www.lexingtonlions.org](http://www.lexingtonlions.org)

February 28, 2021

### RE: 107<sup>th</sup> Annual Patriots Day Road Race (Virtual) – Sponsorship Opportunities for April 19, 2021

Dear Sponsor,

For 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. Unfortunately, the pandemic forced us to cancel last year's race for the first time since 1918. So, this year we are celebrating our historic **107<sup>th</sup> year** of one of the oldest road races in our country in a **virtual** format.

How does a virtual race work? Runners will sign up, pay the registration fee and complete the 5-mile distance any time between April 12<sup>th</sup> and April 19<sup>th</sup> anywhere they choose. After the virtual race, runners post their times online and are then mailed a finisher's t-shirt.

We need your help to make the 107<sup>th</sup> Patriots Day Road Race a success, and to continue our battle against eye disease. 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. Although this year is different, we are confident you will receive the same quality exposure. 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 year has been a challenge for many businesses, so we are lowering the sponsorship level dollar amounts. We look forward to working with you on this and other joint community projects of 2021. 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 10<sup>th</sup> DEADLINE.**

Very truly yours,  
Road Race Committee

*Colby Crogan*

*John Lucente*

*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...*



## 107<sup>th</sup> Annual Patriots Day Road Race (Virtual)

### “JOURNEY FOR SIGHT”

#### SPONSORSHIP OPPORTUNITIES FOR APRIL 19, 2021



#### **GOLD SPONSOR:**

- ✓ LARGE LOGO ON RUNNER T-SHIRTS
- ✓ LOGO ON RACE VIRTUAL BANNER
- ✓ LINKED LOGO FROM LIONS WEBSITE ([WWW.LEXINGTONLIONS.ORG](http://WWW.LEXINGTONLIONS.ORG))
- ✓ OPTION TO PROVIDE PROMOTIONAL MATERIALS IN MAILED RUNNER PACKETS
- ✓ 2 COMPLIMENTARY T-SHIRTS

**\$500**



#### **SILVER SPONSOR:**

- ✓ SMALL LOGO ON RUNNER T-SHIRTS
- ✓ LOGO ON VIRTUAL RACE BANNER
- ✓ LINKED LOGO FROM LIONS WEBSITE ([WWW.LEXINGTONLIONS.ORG](http://WWW.LEXINGTONLIONS.ORG))
- ✓ COMPLIMENTARY T-SHIRT

**\$250**



#### **BRONZE SPONSOR:**

- ✓ LISTING ON RUNNER T-SHIRTS
- ✓ LISTING ON LIONS WEBSITE ([WWW.LEXINGTONLIONS.ORG](http://WWW.LEXINGTONLIONS.ORG))
- ✓ COMPLIMENTARY T-SHIRT

**\$150**

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



LEXINGTON LIONS CLUB  
WWW.LEXINGTONLIONS.ORG

# 107<sup>th</sup> Annual Patriots Day Road Race (Virtual) **"JOURNEY FOR SIGHT" APRIL 19, 2021** **SPONSORSHIP RESPONSE FORM**

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**DEADLINE FOR RESPONSE: APRIL 10, 2021**  
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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 and Pay Online by Visiting:**  
**[www.lexingtonlions.org/sponsor.cfm](http://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**  
(\$500)                                      (\$250)                                      (\$150)

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](mailto: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



# 107<sup>th</sup> Annual Patriots Day Road Race

*"JOURNEY FOR SIGHT"*  
**APRIL 19, 2021**

## THE 2019 T-SHIRT (BACK):



**THANKS AGAIN FOR YOUR CONTINUED SUPPORT!**