



THE LIONS CLUB OF LEXINGTON, INC.

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

"Birthplace of American Liberty"

www.lexingtonlions.org

March 4, 2015

RE: 101st Annual Patriots Day Road Race – Sponsorship Opportunities for April 20, 2015

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. This being our historic **101st** running of one of the oldest road races in our country and in the world, we are looking to really make a difference in our eye disease research efforts. We are hopeful that your company will help us promote this collective undertaking in our community. We need your help not only to make the 101st Annual Patriots Day Road Race a success, but also to raise money to help continue our battle against eye disease. Last year with the help of companies like yours, we were able to raise over \$24,000 toward this cause.

In the past, our sponsors received a great deal of exposure through their sponsorship of the Patriots Day Road Race. Your company will undoubtedly receive the same quality exposure. There are generally 500+ runners and there are typically **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.

The Lions Club is hopeful that our request for your sponsorship is acted upon favorably. All proceeds of the race are donated to the Lions ***Journey for Sight*** program which funds eye disease research and help those that are needlessly blind. We look forward to working with you on this and other joint community projects of 2015. If you require additional information please feel free to contact us at anytime. Thank you in advance for your support. **PLEASE RESPOND BY OUR APRIL 10th DEADLINE.**

Very truly yours,
Road Race Committee

Doug Lucente
(781) 862-2534

John Lucente
(781) 861-8395

Did you know...

15,000,000

Children have had their sight saved by early screenings by Lions clubs.

1,000,000+

People in the United States age 40 and older are legally blind.

46,196

The number of corneal transplants performed in the U.S. in 2011

5

Seconds it takes for another person to go blind in the world.

Help the Lexington Lions Club make a difference in





LEXINGTON LIONS CLUB
WWW.LEXINGTONLIONS.ORG

101st Annual Patriots Day Road Race

"JOURNEY FOR SIGHT" APRIL 20, 2015

SPONSORSHIP RESPONSE FORM

DEADLINE FOR RESPONSE: APRIL 10, 2015

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:

***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**
(\$1,500)

☐ **SILVER**
(\$500)

☐ **BRONZE**
(\$200)

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

*** T-SHIRT SIZE:**

☐ 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 Doug@promedLLC.com
- ☐ Hard copy of logo enclosed

*** METHOD OF PAYMENT:**

Please make checks payable to **Lexington Lions Club**, and mail this form to:
*Lexington Lions Club
PO Box 71
Lexington, MA 02420*

THANK YOU FOR YOUR CONSIDERATION!





LEXINGTON LIONS CLUB
WWW.LEXINGTONLIONS.ORG

Be a Part of Lexington's History...



101st Annual Patriots Day Road Race

"JOURNEY FOR SIGHT"

SPONSORSHIP OPPORTUNITIES FOR APRIL 20, 2015



GOLD SPONSOR:

\$1500

- ✓ LOGO ON RUNNER T-SHIRTS
- ✓ BANNER AT WATER STOPS
- ✓ 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
- ✓ 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



SILVER SPONSOR:

\$500

- ✓ LARGE LISTING 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



BRONZE SPONSOR:

\$200

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

For more information please contact:

Doug Lucente (781) 424-4007; doug@ProMedLLC.com