THE LIONS CLUB OF LEXINGTON, INC.

P.O. Box 71, Lexington, Massachusetts, 02420
"Birthplace of American Liberty"
www.lexingtonlions.org

February 1, 2010

RE: 96th Annual Patriots Day Road Race – Sponsorship Opportunities for April 19, 2010

Dear Sponsor,

For several 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 96th 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 96th 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 $21,000 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 optimistic that our quest 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 helps to prevent baby blindness. We look forward to working with you on this and other joint community projects of 2010. 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 8th DEADLINE.***

Did you know…

- **More than 40 million people in the world are blind today.**
- **This very minute three people will begin to go blind.**
- **Before the end of today, 4,300 more people will be blind.**
- **80% of the world's blind are needlessly blind.**

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

Very truly yours,

Mark J. McCullough
Road Race Co-Chair
(781) 862-1170

Douglas M. Lucente
Road Race Co-Chair
(781) 652-8799

John M. Lucente
Road Race Co-Chair
(781) 861-8395

96th Annual Patriots Day Road Race
"Journey for Sight"
April 19, 2010
Sponsorship Response Form

Lexington Lions Club
www.lexingtonlions.org

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DEADLINE FOR RESPONSE: APRIL 8, 2010

Yes, we want to support the Lexington Lions Club in their efforts to cure eye disease, eliminate the loss of eyesight and help prevent baby blindness:

SPONSORSHIP CATEGORY: (check one)

[ ] GOLD ($1,500)	**[ ] SILVER** ($500)	**[ ] BRONZE** ($195)

METHOD OF PAYMENT:

___ By Check: Enclosed is my check for $_____ made payable to Lexington Lions Club.

___ By Invoice: Please send us an invoice to the address listed below

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

Company Name as you wish it to appear on printed materials:_____

Contact Person:_____

Title:_____

Address:_____ E-mail: _____

Town, State, Zip Code:_____ Fax: (_____)_____

Telephone: (_____)_____

**** GOLD AND SILVER SPONSORS **** – Please e-mail your logo to: doug@promedLLC.com

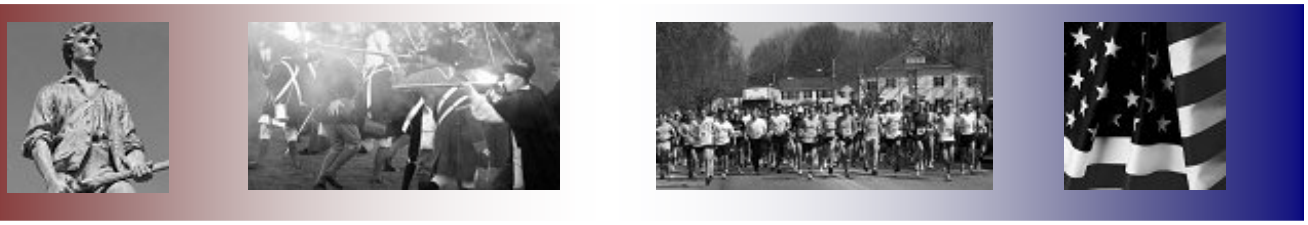
Please return this form:

BY MAIL:	**BY FAX**
Lexington Lions Club Patriots Day Road Race c/o Doug Lucente 8 Great Rock Rd Lexington, MA 02421	(800) 767-7556

Thank you for your consideration!

Be a Part of Lexington's History…

Lexington Lions Club
www.lexingtonlions.org



96th Annual Patriots Day Road Race
"Journey for Sight"
Sponsorship Opportunities for April 19, 2010

GOLD SPONSOR: **$1,500**

- ✓ 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: **$195**

- ✓ 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:
Mark McCullough *(781) 862-1170; mjmmasonry@rcn.com*
Doug Lucente *(781) 652-8799; doug@promedLLC.com*

96th Annual Patriots Day Road Race
"Journey for Sight"
April 19, 2010

Lexington Lions Club
www.lexingtonlions.org

LAST YEAR'S T-SHIRT (back):

THANKS AGAIN FOR YOUR CONTINUED SUPPORT!!