



THE LIONS CLUB OF LEXINGTON, INC.

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

"Birthplace of American Liberty"

www.lexingtonlions.org

February 10, 2012

RE: 98th Annual Patriots Day Road Race – Sponsorship Opportunities for April 16, 2012

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 **98th** 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 98th 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 \$18,000 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 helps to prevent baby blindness. We look forward to working with you on this and other joint community projects of 2012. 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 6th DEADLINE.**

Thank You...

- ❖ **With our sponsors help and support, this past year marked a milestone for the Lexington Lions Club. We are one of only two Lions Clubs in Massachusetts to donate in excess of \$400,000 to Massachusetts Eye Research!**
- ❖ **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) 648-1170

Douglas M. Lucente
Road Race Co-Chair
(781) 862-2534

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

Be a Part of Lexington's History...



Lexington Lions Club
www.lexingtonlions.org



98th Annual Patriots Day Road Race
“Journey for Sight”
Sponsorship Opportunities for April 16, 2012



GOLD SPONSOR:

- ✓ 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

\$1,500



SILVER SPONSOR:

- ✓ 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

\$500



BRONZE SPONSOR:

- ✓ Listing on Runner T-Shirts
- ✓ Listing on Lions Website (www.lexingtonlions.org)
- ✓ Complimentary T-Shirt
- ✓ Listing on Signage at Race Trailer

\$195

For more information please contact:

Mark McCullough (781) 648-1170; mjmmasonry@rcn.com

Doug Lucente (781) 862-2534; doug@promedLLC.com

**98th Annual Patriots Day Road Race
"Journey for Sight"
April 16, 2012**



Lexington Lions Club
www.lexingtonlions.org

LAST YEAR'S T-SHIRT (back):



THANKS AGAIN FOR YOUR CONTINUED SUPPORT!!

98th Annual Patriots Day Road Race "Journey for Sight" April 16, 2012 Sponsorship Response Form



Lexington Lions Club
www.lexingtonlions.org

Deadline for Response: April 6, 2012

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
(\$195)

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
Patriots Day Road Race
c/o Doug Lucente
17 Vine Brook Rd
Lexington, MA 02421*

Thank you for your consideration!