



## THE LIONS CLUB OF LEXINGTON, INC.

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

"Birthplace of American Liberty"

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

March 8, 2014

### RE: 100<sup>th</sup> Annual Patriots Day Road Race – Sponsorship Opportunities for April 21, 2014

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 **100<sup>th</sup>** 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 100<sup>th</sup> 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 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 2014. 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 11<sup>th</sup> DEADLINE.**

Very truly yours,

Mark J. McCullough  
Road Race Director  
(781) 648-1170



*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

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



## *100<sup>th</sup> Annual Patriots Day Road Race*

### ***"JOURNEY FOR SIGHT"***

**SPONSORSHIP OPPORTUNITIES FOR APRIL 21, 2014**



#### **GOLD SPONSOR:**

- ✓ LOGO ON RUNNER T-SHIRTS
- ✓ BANNER AT WATER STOPS
- ✓ LOGO ON RACE BANNER
- ✓ LINK FROM LIONS WEBSITE ([WWW.LEXINGTONLIONS.ORG](http://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

**\$1500**



#### **SILVER SPONSOR:**

- ✓ LARGE LISTING ON RUNNER T-SHIRTS
- ✓ LOGO ON RACE BANNER AT RACE TRAILER
- ✓ LINK FROM LIONS WEBSITE ([WWW.LEXINGTONLIONS.ORG](http://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](http://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](mailto:mjmmasonry@rcn.com)**



LEXINGTON LIONS CLUB  
WWW.LEXINGTONLIONS.ORG



*100<sup>th</sup> Annual*  
*Patriots Day Road Race*  
***"JOURNEY FOR SIGHT"***  
**APRIL 21, 2014**

## LAST YEAR'S T-SHIRT (BACK):



**THANKS AGAIN FOR YOUR CONTINUED SUPPORT!**



LEXINGTON LIONS CLUB  
WWW.LEXINGTONLIONS.ORG

*100<sup>th</sup> Annual Patriots Day Road Race*  
**"JOURNEY FOR SIGHT" APRIL 21, 2014**  
**SPONSORSHIP RESPONSE FORM**



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**DEADLINE FOR RESPONSE: APRIL 11, 2014**  
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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:

**\*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  
c/o Mark McCullough  
15 Vine Brook Rd  
Lexington, MA 02421*

**THANK YOU FOR YOUR CONSIDERATION!**