



Dear Potential Sponsor,

We have begun planning for the 18th annual running of the Navesink Challenge on Sunday, November 25, 2018, hosted by the Jersey Shore Running Club (JSRC) together with the Middletown Youth Athletic Association (MYAA). The Navesink Challenge is one of New Jersey's premier running events. It includes a 15K run and a 5K run/walk. Both courses start and finish at Bodman Park in Middletown, and include some of the most scenic – and most challenging – roads in all of New Jersey.

For the fourth year in a row, we have had over 1100 registered runners and the race closed out before race day! We fully expect to have the same success this year!

Proceeds from the race go to MYAA, Monmouth Conservation Foundation (MCF), and other local non-profit organizations. MYAA continues to provide the community with youth athletic programs that are educational, recreational and competitive. MCF is a nonprofit land trust dedicated to saving open space, creating parks, preserving farmland, protecting wildlife habitat, and safeguarding our water. The Navesink Challenge course runs by some of the beautiful properties in Huber Woods and along Cooper and Browns Dock Roads which have been preserved by MCF. Last year our race had a record number of charity runners with their entry fees of \$100 going directly to MYAA or MCF.

The success and strong reputation of the event is directly attributable to the active involvement of the corporate sponsors and partners. We are reaching out to you at this time to consider your involvement for 2018. We have many different sponsorship levels available. Sponsor benefits include logo on all t-shirts distributed to race participants, organization name highlighted on race registration materials and press releases and other media related to the event (provided that sponsorship commitment is received in time for printing deadlines), the opportunity to distribute your company's promotional materials and product samples at the race venue, and recognition at the awards ceremony. Cash and in-kind donations are both gladly accepted. Attached for your convenience is a list of our sponsorship opportunities. JSRC is a 501c3 so your contribution may be tax deductible. For additional sponsorship information or questions, please contact us at navesink.challenge@gmail.com.

We are looking forward to another successful year. Please visit our race website www.navesinkchallenge.com. Thank you for your support.

Sincerely,

Leslie McKernan

Race Director

Att.

Navesink Challenge

Sunday, November 25, 2018

Presented by the Jersey Shore Running Club

P.O. Box 7492

Shrewsbury, NJ 07702

www.navesinkchallenge.com

navesink.challenge@gmail.com

RACE BIB SPONSOR.....\$2,500

Your corporation's logo and/or name will also appear on **ALL** runners' Race Bibs. Your logo will also be silk-screened **prominently** in large size on all T-shirts distributed to race participants. Corporation's name/logo will be highlighted on race registration materials and mentioned in press releases and media related to this event (provided that sponsorship received in time for printing deadlines). Your company's promotional materials and product samples may be distributed at the race venue. Your company will be recognized at the awards ceremony. Your company's logo will be displayed prominently on the race site and post-race party. 6 Complimentary Registrations

PREMIER SPONSOR.....\$2000

Your corporation's logo will be silk-screened **prominently** in large size on all T-shirts distributed to race participants. Corporation's name will be highlighted on race registration materials and mentioned in press releases and media related to this event (provided that sponsorship received in time for printing deadlines). Your company's promotional materials and product samples may be distributed at the race venue. Your company will be recognized at the awards ceremony. Your company's logo will be displayed prominently on the race site. 5 Complimentary Registrations

POST RACE PARTY SPONSOR.....\$1500

Your corporation's logo will be displayed prominently throughout the Post Race Party, at the race site and will be silk-screened with a medium size logo on T-shirts distributed to all race participants. Your promotional materials and product samples may be distributed at the race venue. Your company will be recognized at the awards ceremony. 4 Complimentary Registrations

MAJOR SPONSOR.....\$1,000

Your corporation's logo will be silk-screened with a medium size logo on T-shirts distributed to all race participants. Your promotional materials and product samples may be distributed at the race venue. Your company will be recognized at the awards ceremony. Your company's logo will be displayed prominently on the race site. Your company's logo will be displayed on the sponsor page of the race site. 3 Complimentary Registrations

MINOR SPONSOR.....\$500

Your corporation's name will be silk-screened in smaller size logo on T-shirts distributed to all race participants. Your promotional materials and product samples may be distributed at the race venue. Your company will be recognized at the awards ceremony. Your company's logo will be displayed on the sponsor page of the race site. 2 Complimentary Registrations

CONTRIBUTING SPONSOR.....\$300

Company name will be included in small typeface on T-shirts distributed to all race participants. Your company will be recognized at the awards ceremony. Your company's logo will be displayed on the sponsor page of the race site. 1 Complimentary Registration

Sponsorship deadline: November 16, 2018

Sponsorship Level _____ **Amount Enclosed \$** _____

Please email your company logo to navesink.challenge@gmail.com (EPS, AI, JPG and PDF formats accepted)

Company: _____ **Contact** _____

Address: _____

Phone: _____ **Email:** _____

Website: _____

Please make checks payable to: JSRC - Navesink Challenge
PO Box 7492
Shrewsbury, NJ 07702

Donations are tax deductible to the full extent of current IRS regulations.
The Federal Tax identification number for The Jersey Shore Running Club (JSRC) is 22-3305899