



PO Box 3314, Olathe, KS 66063-3314

May 8, 2022

Dear Prospective Sponsor:

We kindly request your consideration to join us as a sponsor of the 24th Jared Coones Memorial 5K Pumpkin Run/Walk on October 8, 2022. This year is going to be another big milestone!!

We are confident that you will recognize many benefits from associating with this beloved event that just finished its twenty-third year strong. Last year's event was live again and the response was fantastic. We raised \$50,000 for local charities, and reached a 23-year total of \$865,000 donated. Once we established a "virtual" event in 2020, we've had people participating from all over! We had 2,057 participants last year and expect over 2,500 this year.

The meaning behind our event is so inspiring – you and your associates will be proud of the affiliation. Olathe and entire Kansas City metro communities will recognize the significance of your participation. By becoming a sponsor, you're honoring the lives of Jared and Jayne Coones while advancing seven local charities that support research and assist families facing the unfamiliarity and uncertainty surrounding their illness.

The numerous benefits of sponsorship differ by your level of commitment. Our current sponsors include a wide range of industries, services, and organizations with people who, like you, align well with our event. Of course, your gift is tax deductible and will have a lasting impact in the lives of many within our community. In fact, by being part of the Pumpkin Run you're supporting all seven charities that we fund. Our 501(c)3 tax ID is available upon request.

Additional information about the race, sponsorship benefits, and the charities that we support are available on our website and the donation levels are provided below. We hope that you will take a moment to review this information and choose to support the very special 24th Pumpkin Run and help us win the "good fight" against cancer.

Please feel free to call me with any questions. I look forward to talking with you about sponsorship!

Sincere Regards,

Steve White
Pumpkin Run Committee
816-824-6805 (cell)

P.S. – For more information visit www.pumpkinrunwalk.org

SPONSORSHIP LEVELS and BENEFITS

Sponsor Level	Contribution	Benefits
Title Sponsor (Single offered and we are pleased to announce One Hour Heating and Cooling of Olathe as our Title Sponsor)	\$10,000	All benefits listed below except: <ul style="list-style-type: none"> • Most prominent recognition as a Title Sponsor • Company logo most prominently displayed on Shirt, Brochure and Website with a link back to your site • Logo on race bib and banner (by us) on start line arch • Prominent size & location for booth (by you) • Inclusion in all pre and post-event publicity • 50 complimentary entries for the race • Recognition by our race community of your significant involvement
Start/Finish Sponsors (Four offered, Two available)	\$5,000	All benefits listed below except: <ul style="list-style-type: none"> • Company logo more prominently displayed on Race Shirt and Brochure • Larger booth at event (by you) • Company banner (by us) displayed on Start/Finish Line • 20 complimentary entries for the race • Recognition at race focal point by all crowd on site
Food Tent Sponsor (Single and currently Hy-Vee) Kids Zone Sponsor (Multiple offered)	\$3,000	All benefits listed below except: <ul style="list-style-type: none"> • Company banner (by us) displayed at the Food Tent • 15 complimentary entries for the race • Recognition at tent focal point by all crowd on site
Volunteer Shirt Sponsors (Multiple offered)	\$2,000	All benefits listed below except: <ul style="list-style-type: none"> • Company logo on our volunteer's and race shirts • Outside display space (limited size & set up by you) • 10 complimentary entries for the race • Recognition by being on both printed shirts
Water Stop Sponsors (Multiple offered)	\$1,500	All benefits listed below except: <ul style="list-style-type: none"> • Your Company name on banner (by us) displayed at both water stops • 7 complimentary entries for the race • Recognition by all runners passing both water stops
Running Club Row Sponsor (Single offered)	\$1,000	All benefits listed below except: <ul style="list-style-type: none"> • Special booth and banner at the focal point of the School Running Clubs • Recognition by all students and families at the running clubs
Welcome Zone Sponsors (Multiple offered)	\$1,000	All benefits listed below except: <ul style="list-style-type: none"> • Company logo on Race Shirt, Brochure, & our Website • Your Company name on banner (by us) displayed at the bus stop welcome zone • 5 complimentary entries for the race • Recognition by all participants using shuttle bus services
Course Sponsors (Multiple offered)	\$550	All benefits listed below plus: <ul style="list-style-type: none"> • Recognition as a Sponsor • Company name listed on Race Brochure & our Website • Your Company name on a banner (by us) displayed on course for recognition by all runners as they pass by
Patron Sponsors (Multiple offered)	\$250	<ul style="list-style-type: none"> • Outside display space (limited size & set up by you) • Recognition in race day announcements and all crowd on site visiting your booth • Send us marketing flyers to include in runner packets

YES! I Want to Support the Pumpkin Run!

Name_____

Title_____

Company Name_____

Address_____

City_____ State_____ Zip_____

Phone_____ Email_____

- Title Sponsor \$10,000 *(Not Available)*
- Start/Finish Sponsors \$5,000 *(Two Available)*
- Food Tent Sponsor \$3,000 *(Not Available)*
- Kids Zone Sponsor \$3,000 *(Available)*
- Volunteer Shirt Sponsors \$2,000 *(Available)*
- Water Stop Sponsors \$1,500 *(Available)*
- Running Club Row Sponsor \$1,000 *(Available)*
- Welcome Zone Sponsors \$1,000 *(Available)*
- Course Sponsors \$550 *(Available)*
- Patron Sponsors \$250 *(Available)*

Enclosed is my Sponsor check for \$_____

In lieu of sponsorship, I would like to support the mission of the Pumpkin Run with my enclosed donation of \$_____

Please make checks payable to **Jared Coones Pumpkin Run** and mail to:

**PO Box 3314
Olathe, KS 66063-3314**

Jared Coones Memorial 5K Pumpkin Run/Walk Mission Statement:

To honor the lives of Jared and Jayne Coones; To create an event that celebrates family & community; To raise funds for research & organizations that support cancer patients & their families.

The Jared Coones Memorial Foundation is a 501 (c) 3 organization and your gift is 100% tax deductible.

Visit us at www.pumpkinrunwalk.org