April 2, 2023

Dear Prospective Sponsor:

We kindly request your consideration to join us as a sponsor of the 25th Jared Coones Memorial 5K Pumpkin Run/Walk on October 14, 2023. This year is our most prestigious milestone year!

Last year we raised $56,000 for local charities and reached a 24-year total of $911,000 donated. We need your help to achieve a “Sprint to a Million” goal that coincides with our Silver Anniversary. This is a big step-up goal, but the benefits are huge. We hope to provide a testament to the generosity of our community toward the need to battle cancer. As always, all these proceeds go direct to our multiple charities.

We have people participating from all over both live and virtual! There were 2,233 participants last year and we expect over 2,500 this year. We are confident that you will recognize many benefits from associating with this beloved event that just finished its twenty-fourth year strong.

The meaning behind our event is so inspiring – you and your associates will be proud of the affiliation. All of 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 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. In fact, by being part of the Pumpkin Run you’re supporting all the charities that we fund and will have a lasting impact on the lives of many within our community. Your gift is tax deductible and 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 25th Pumpkin Run and help us continue to be “Stronger Together” 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)

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| 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 | Similar benefits listed below except:   * Most prominent recognition as a Title Sponsor * Company logo most prominently displayed on Race bib, Shirt, Brochure, Backpack and Website with a link back to your site * 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 |
| **Award Ceremony Sponsors**  (Single offered) | $7,500 | Similar benefits listed below except:   * Your Company name on banner (by us) displayed at the Awards Ceremony * 30 complimentary entries for the race |
| **Start/Finish Sponsors** (Four offered, Two available) | $5,000 | Similar benefits listed below except:   * Company banner (by us) displayed on Start/Finish Line focal point * Company logo more prominently displayed on Race Shirt and Brochure * Larger booth at event (by you) * 20 complimentary entries for the race |
| Volunteer Dinner Sponsor (Multiple offered) | $4,000 | Similar benefits listed below except:   * Your Company name on banner (by us) displayed at the Volunteer Appreciation Dinner focal point * 17 complimentary entries for the race |
| Food Tent Sponsor (Single and currently Hy-Vee) | $3,000 | Similar benefits listed below except:   * Company banner (by us) displayed at the Food Tent focal point * 15 complimentary entries for the race |
| Kids Zone Sponsor(Multiple offered) | $3,000 | Similar benefits listed below except:   * Your Company name on banner (by us) displayed at the Kid Zone focal point * 15 complimentary entries for the race |
| Volunteer Shirt Sponsors (Multiple offered) | $2,000 | Similar benefits listed below except:   * Company logo on both our volunteer’s and race shirts * 10 complimentary entries for the race |
| Water Stop Sponsors (Single Offered and currently Walton Home Team) | $1,500 | Similar benefits listed below except:   * Your Company name on banner (by us) displayed at both water stops for recognition by all runners passing both water stops * 7 complimentary entries for the race |
| Running Club Row Sponsor (Single offered) | $1,000 | Similar benefits listed below except:   * Special booth and banner at the focal point of the School Running Club Row for recognition by all students and families at the 30+ running clubs * 5 complimentary entries for the race |
| Welcome Zone Sponsors (Multiple offered) | $1,000 | Similar benefits listed below except:   * Your Company name on banner (by us) displayed at the bus stop welcome zone for recognition by all participants using shuttle bus services * Company logo on Race Shirt, Brochure, & our website * 5 complimentary entries for the race |
| Course Sponsors (Multiple offered) | $550 | All benefits listed below plus:   * Your Company name on a banner (by us) displayed on course for   recognition by all runners as they pass by   * Company name listed on Race Brochure & our website |
| Patron Sponsors (Multiple offered) | $250 | * 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\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Company Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ State\_\_\_\_\_\_\_ Zip\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| Please indicate one | |
| □ Title Sponsor $10,000 *(Not Available)* | □ Awards Ceremony Sponsors $7,500 *(Available)* |
| □ Start/Finish Sponsors $5,000 *(Two Available)* | □ Volunteer Dinner Sponsor $4,000 *(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 *(Not Available)* |
| □ Running Club Row Sponsor $1,000 *(Available)* | □ Welcome Zone Sponsors $1,000 *(Available)* |
| □ Course Sponsors $550 *(Available)* | □ Patron Sponsors $250 *(Available)* |
| □ Or 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**

## 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.

# Visit us at www.pumpkinrunwalk.org