



PO Box 3314, Olathe, KS 66063-3314

January 18, 2024

Dear Prospective Sponsor:

We kindly request your consideration to join us as a sponsor of the 26<sup>th</sup> Jared Coones Memorial 5K Pumpkin Run/Walk on October 12, 2024.

Last year on our Silver Anniversary it was to amazing to raise \$93,250 for local charities and reach our goal for 25-year total donations of One-Million Dollars. We need your help to continue the testament to the generosity of our community toward the need to battle cancer. As always, all these proceeds go direct to our seven charities.

We have people participating from all over both live and virtual! There were 2,547 participants last year and we expect more this year. We are confident that you will recognize many benefits from associating with our beloved event that just finished its twenty-fifth year so 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 the 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. 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 our 26<sup>th</sup> 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)

**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](http://www.pumpkinrunwalk.org)

Sponsor Level	Contribution	Benefits
<p align="center"><b>Title Sponsor</b></p> <p>(Single offered and we are pleased to announce One Hour Heating and Cooling of Olathe as our Title Sponsor)</p>	\$10,000	<p>Similar benefits listed below except:</p> <ul style="list-style-type: none"> <li>• Most prominent recognition as a Title Sponsor</li> <li>• Company logo most prominently displayed on Race bib, Shirt, Brochure, Backpack and Website with a link back to your site</li> <li>• Banner (by us) on Start/Finish Line Arch</li> <li>• Prominent size &amp; location for booth (by you)</li> <li>• Inclusion in all pre- and post-event publicity</li> <li>• 50 complimentary entries for the race</li> <li>• Recognition by our race community of your significant involvement</li> </ul>
<p><b>Award Ceremony Sponsor</b></p> <p>(Single offered)</p>	\$7,500	<p>Similar benefits listed below except:</p> <ul style="list-style-type: none"> <li>• Your Company name on banner (by us) displayed at the Awards Ceremony</li> <li>• 30 complimentary entries for the race</li> </ul>
<p><b>Start/Finish Sponsors</b></p> <p>(Four offered, Two available)</p>	\$5,000	<p>Similar benefits listed below except:</p> <ul style="list-style-type: none"> <li>• Your Company name on banner (by us) displayed on the Start/Finish Line Arch</li> <li>• Company logo more prominently displayed on Race Shirt and Brochure</li> <li>• Larger booth at event (by you)</li> <li>• 20 complimentary entries for the race</li> </ul>
<p><b>Title-1 School Sponsors</b></p> <p>(Multiple offered)</p>	\$5,000	<p>Similar benefits listed below except:</p> <ul style="list-style-type: none"> <li>• Company logo more prominently displayed on Race Shirt, Brochure and School Run Club Shirts</li> <li>• Invitation &amp; Signage at Pizza Party for the school with the largest number of participants</li> <li>• Company signage (by us) displayed at race focal point</li> <li>• Larger booth at event (by you)</li> <li>• 20 complimentary entries for the race</li> </ul>
<p><b>Volunteer Dinner Sponsor</b></p> <p>(Multiple offered)</p>	\$4,000	<p>Similar benefits listed below except:</p> <ul style="list-style-type: none"> <li>• Your Company name on signage (by us) displayed at the Volunteer Appreciation Dinner focal point</li> <li>• 17 complimentary entries for the race</li> </ul>
<p><b>Food Tent Sponsor</b></p> <p>(Single and currently Hy-Vee)</p>	\$3,000	<p>Similar benefits listed below except:</p> <ul style="list-style-type: none"> <li>• Company banner (by us) displayed at the Food Tent focal point</li> <li>• 15 complimentary entries for the race</li> </ul>
<p><b>Kids Zone Sponsor</b></p> <p>(Multiple offered)</p>	\$3,000	<p>Similar benefits listed below except:</p> <ul style="list-style-type: none"> <li>• Your Company name on signage (by us) displayed at the Kid Zone focal point</li> <li>• 15 complimentary entries for the race</li> </ul>
<p><b>Volunteer Shirt Sponsors</b></p> <p>(Multiple offered)</p>	\$2,000	<p>Similar benefits listed below except:</p> <ul style="list-style-type: none"> <li>• Company logo on both our volunteer's and race shirts</li> <li>• 10 complimentary entries for the race</li> </ul>
<p><b>Water Stop Sponsors</b></p> <p>(Single Offered and currently Walton Home Team)</p>	\$1,500	<p>Similar benefits listed below except:</p> <ul style="list-style-type: none"> <li>• Your Company name on signage (by us) displayed at both water stops for recognition by all runners passing both water stops</li> <li>• 7 complimentary entries for the race</li> </ul>
<p><b>Running Club Row Sponsor</b></p> <p>(Single offered)</p>	\$1,000	<p>Similar benefits listed below except:</p> <ul style="list-style-type: none"> <li>• Special booth and signage at the focal point of the School Running Club Row for recognition by all students and families at the 30+ running clubs</li> <li>• 5 complimentary entries for the race</li> </ul>

<b>Welcome Zone Sponsors</b> (Multiple offered)	\$1,000	Similar benefits listed below except: <ul style="list-style-type: none"> <li>Your Company name on signage (by us) displayed at the bus stop welcome zone for recognition by all participants using shuttle bus services</li> <li>Company logo on Race Shirt, Brochure, &amp; our website</li> <li>5 complimentary entries for the race</li> </ul>
<b>Course Sponsors</b> (Multiple offered)	\$550	All benefits listed below plus: <ul style="list-style-type: none"> <li>Your Company name on a signage (by us) displayed on course for recognition by all runners as they pass by</li> <li>Company name listed on Race Brochure &amp; our website</li> </ul>
<b>Patron Sponsors</b> (Multiple offered)	\$250	<ul style="list-style-type: none"> <li>Outside display space (limited size &amp; set up by you)</li> <li>Recognition in race day announcements and all crowd on site visiting your booth</li> <li>Send us marketing flyers to include in runner packets</li> </ul>

**YES! I Want to Support the Pumpkin Run!**

Name \_\_\_\_\_

Title \_\_\_\_\_

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

Address \_\_\_\_\_

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

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

Please indicate one	
<input type="checkbox"/> Title Sponsor \$10,000 (Not Available)	<input type="checkbox"/> Awards Ceremony Sponsors \$7,500 (Available)
<input type="checkbox"/> Start/Finish Sponsors \$5,000 (Two Available)	<input type="checkbox"/> Title-1 School Sponsors \$5,000 (Available)
<input type="checkbox"/> Volunteer Dinner Sponsor \$4,000 (Available)	<input type="checkbox"/> Kids Zone Sponsor \$3,000 (Available)
<input type="checkbox"/> Food Tent Sponsor \$3,000 (Not Available)	<input type="checkbox"/> Water Stop Sponsors \$1,500 (Not Available)
<input type="checkbox"/> Volunteer Shirt Sponsors \$2,000 (Available)	<input type="checkbox"/> Welcome Zone Sponsors \$1,000 (Available)
<input type="checkbox"/> Running Club Row Sponsor \$1,000 (Available)	<input type="checkbox"/> Patron Sponsors \$250 (Available)
<input type="checkbox"/> Course Sponsors \$550 (Available)	<input type="checkbox"/> Call me for Custom Sponsorship
<input type="checkbox"/> 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**