

St. Luke's

PRESBYTERIAN CHURCH

PC(USA)

Presents

TARTAN 5k 10k TROT



January 28, 2012
Sponsorship Proposal

www.tartantrot.com



On your mark...get set...GO!

Announcing the 6th annual Tartan Trot!



On January 28th, 2012, an anticipated 1500 runners will gather to the sound of bagpipes to compete in the 2012 Tartan Trot 5K/10K race. The Tartan Trot is a fast growing Dunwoody road race event featuring two qualifying races.

Last year, the race hosted more than 1200 runners and raised approximately \$65,000. These funds, along with generous donations from corporate and individual sponsors, helped St. Luke's provide financial and hands on support to many outreach partners here and around the world.

Why Tartan Trot? The Presbyterian Church traces its roots to 16th century Scotland and the Reformation. Each year St. Luke's Presbyterian Church sets aside one Sunday to celebrate our heritage and remind us of our connection to Scotland.

How can you help? Become a Tartan Trot Sponsor at one of the levels outlined in the sponsorship packet. The sponsorship package will provide you information related to publicity and promotion opportunities for your business.



**Thank you for your support of the
2012 Tartan Trot 5K/10K.**

Race Director: Marty Whitcomb **Sponsorship Chairs:** Laura Singley and Kathie Chipman
Registrar/Treasurer: Mary Martin and Mary Reid **Pre-Race Set Up Coordinator:** Julie Pile
Parking Coordinator: Bob Pile **Volunteer Coordinator:** Allison Thornton

ABOUT US

St. Luke's Presbyterian Church is a 40-year old congregation of the Presbyterian Church (U.S.A.) in the heart of Dunwoody, Georgia. With over 800 members, our church is dedicated to an active outreach ministry which supports our local, national and international partners. Funds raised through businesses that sponsor the *Tartan Trot* race, enable us to support the following organizations:

Local Outreach Partners



Habitat for Humanity International is a nonprofit, ecumenical Christian housing ministry, whose mission is to eliminate poverty and homelessness from the world and to make decent shelter a matter of conscience and action. Today, Habitat has built over 350,000 houses around the world. St. Luke's Presbyterian Church has financed and built many houses with Habitat for Humanity for families in the Atlanta area. For more information, visit <http://www.habitat.org>

Mountain T.O.P (Tennessee Outreach Project) is an interdenominational, non-profit Christian Mission affiliated with the Tennessee Conference of the United Methodist Church, dedicated to rural life ministry in the Cumberland Mountains of Tennessee. Mountain T.O.P. seeks to empower those it serves through a philosophy of partnership -- with the community, local businesses, friends of the ministry and participants. For more information, visit <http://www.mountain-top.org/>



Interfaith Outreach home (I.O.H.), located on Buford Highway, is a transitional home for 8-10 families that provides shelter, daycare, employment counseling, food, medical and dental services, budgeting assistance, tutoring, adult education, and help with permanent housing. The I.O.H. helps families caught in the cycle of poverty and eviction while assisting them to regain self-sufficiency. For more information, visit <http://www.interfaithoutreachhome.org>

Community Action Center (CAC) was formed to unite community efforts in response to requests for emergency assistance. The CAC is funded by 17 local churches and synagogues and assists people in the Sandy Springs/Dunwoody area who have experienced sudden changes in economic circumstances. The CAC provides food, clothing, health screening, referrals, and financial assistance for rent and utilities. For more information, visit <http://www.ourcac.org>

Druid Hills Night Shelter at Druid Hills Presbyterian Church provides transitional housing for 30 men who are employed or actively seeking work.

Six Star Refugee Partnership provides housing and supportive services to refugee families during their transition to self-reliance and advocates on behalf of the refugee community. For more information, visit <http://www.six-star-refugee.org/>

International Outreach Partners



Constructores Para Cristo (CPC) is a faith-based, non-profit organization based in Birmingham, AL, that is committed to helping the people of Piedras Negras, Mexico break the cycle of poverty by providing housing, education and health care. For more information, visit <http://www.cpcmexico.org/>

Alliance for International Reforestation (A.I.R.) is a nonprofit, non-governmental program that assists local communities in Central America in conserving their environment through reforestation, farming and education. Other programs include education in local schools and construction of fuel-efficient home ovens. For more information, visit <http://www2.stetson.edu/air/>



Maji Mazuri Centre.....

Amongst poverty and despair, the Maji Mazuri Centre is an oasis for homeless children, at risk youth and the poor. Headquartered in Nairobi, Kenya the Centre helps the underserved escape the bondage of poverty, ignorance and myth to become fully developed individuals. For more information, visit www.majimazuri.org

Honduras Outreach Inc. is a non-denominational, Christian organization dedicated to building life-changing relationships between the people of the Olancho department of Honduras and caring North Americans and other nationalities. For more information, visit <http://www.hoi.org>

TARTAN TROT PRESENTING SPONSOR 2012

PRESENTING SPONSOR: \$7,500

Publicity and Promotion Opportunities

Prominent placement of corporate logo in all Pre-Race advertising including:

- ❖ Opening page of Tartan Trot Website
- ❖ Race Posters (will be placed in businesses in Dunwoody/Sandy Springs area)
- ❖ Race Registration Forms (will be sent to 15,000+ potential runners)
- ❖ Pre-race ad in local newspapers
- ❖ 3'x6' banner on Mt. Vernon Rd. for 3-4 weeks prior to race
- ❖ 3'x5' telephone pole banners throughout Dunwoody for 3 weeks prior to race
- ❖ Table centerpieces for pre-race Dinner

Race Day Publicity and Post Race Advertising

Corporate logo prominently placed on:

- ❖ Official Race Shirt given to all participants and volunteers
- ❖ Finish Line Banner
- ❖ Race Appreciation Flyer put in all Goodie Bags given to all participants
- ❖ Post Race Sponsor Thank you Ad in local newspaper
- ❖ Post Race Article in St. Luke's newsletter

Other Publicity and Promotion

- ❖ Verbal Mention throughout hour prior to start of Race and also Awards Ceremony
- ❖ Opportunity for Premier Promotional Space on Race day
- ❖ 10 Free Race Registrations with t-shirts



OTHER TARTAN TROT SPONSORSHIP LEVELS

	Sprinting \$2500	Running \$1000	Jogging \$500	Trotting \$250	Walking \$150
Logo on back of shirt	✓	✓	✓		
Logo on event signage	✓				
Name on event signage		✓			
Verbal acknowledgement at race start & awards	✓				
Formal mention in Sponsor Appreciation ad	✓	✓			
Formal mention at Pre-Race dinner	✓				
Promotional space on race day	✓	✓	✓		
Number of complimentary race entries	8	6	4	3	2
Logo on posters to be placed in Dunwoody businesses	✓	✓			
Logo on registration form (must be received before Oct. 1)	✓				
Logo on Tartan Trot website	✓	✓	✓		
Logo on Finish Line banner	✓	✓			
Logo on telephone pole banners throughout Dunwoody	✓				

SPONSORSHIP AGREEMENT FORM



Thank you for your company's generous investment in this community event.

All proceeds benefit local and international outreach partners of St. Luke's Presbyterian Church. Your contribution is tax deductible to the extent of the law.

Company Name: _____

Company Address: _____

Contact Person: _____

Telephone Number: _____

Email: _____

Preferred Method of Contact: _____

Fax: _____ Website: _____

Our Company's Investment will be:

- | | | |
|--------------------------|---|--------|
| <input type="checkbox"/> | Presenting Sponsor Level
(limited to three sponsors) | \$7500 |
| <input type="checkbox"/> | Sprinting Sponsor Level | \$2500 |
| <input type="checkbox"/> | Running Sponsor Level | \$1000 |
| <input type="checkbox"/> | Jogging Sponsor Level | \$500 |
| <input type="checkbox"/> | Trotting Sponsor Level | \$250 |
| <input type="checkbox"/> | Walking Sponsor Level | \$150 |



Authorized signature: _____

Please return this form to:
St. Luke's Tartan Trot
1978 Mt. Vernon Road, Dunwoody, GA 30338

Questions: Contact Laura Singley or Kathie Chipman
laurasingley@att.net kathiechipman@yahoo.com

Please send company logo in vector art to marty@acapella-design.com.