



Volunteer Lethbridge

**COLOUR
FUN RUN**

Volunteer Lethbridge
Colour Fun Run 2020
Media Package



Dear Potential Media Sponsor,

Volunteer Lethbridge invites you to support a unique event to raise funds, promote community involvement, and have a little fun! 2020 marks our 8th annual Volunteer Lethbridge 5KM Colour Fun Run & Walk, to be held on Sunday April 5th.



Proceeds raised from the event will go towards the programs and services of Volunteer Lethbridge.

The key strategies of Volunteer Lethbridge include:

1. We connect people, groups, and organizations
2. We convene people and organizations
3. We leverage the capacity of organizations across sectors
4. We champion volunteering and the non-profit voluntary sector

Visit VolunteerLethbridge.com to learn more about how we support the voluntary and non-profit sector of Lethbridge and area.

Sponsors will receive recognition leading up to and throughout the event. By partnering with Volunteer Lethbridge, sponsors will be able to increase brand awareness, familiarity, and favourability in the community of Lethbridge, all while promoting their products and/or services. Please refer to the second page of the package to learn more about the benefits of sponsorship. To discuss the Media Sponsorship opportunity, please give Lauren a call at 403-892-4208.

Become, or continue to be, an integral part of making the annual Volunteer Lethbridge Colour Fun Run & Walk the most fun and colourful 5KM in our community!

Thank you for your consideration and support. Please feel free to contact me to identify a level of sponsorship that works for you!

A handwritten signature in black ink that reads "Lauren Morris".

Lauren Morris
UVolunteer Program Coordinator
403-892-4208
324 5th Street South, Lethbridge, AB T1J 2B5
colourfunrun@volunteerlethbridge.com

Thank You for supporting the 8th annual Volunteer Lethbridge 5KM Colour Fun Run.



We invite you to consider a Media Sponsorship through promoting the Volunteer Lethbridge/ULSU 8th Annual Colour Fun Run.

We would like to include as many media sponsors as possible. This year we are anticipating 300 participants. As our event continues to grow getting the message out to the community is important to help us kick off National Volunteer Week (April 19 – 25, 2020). Volunteerism impacts our community in countless ways.

To secure your sponsorship, please commit by Monday, March 2nd 2020. To discuss Media Sponsorship please give us a call at 403-892-4208.

Name of Sponsor (as it will appear on run materials):

Sponsor's Website/URL:

Contact Person:

Email Address:

Phone Number:

Address:

Media Sponsorship Level:

- Gold (41 x 60 second fully produced commercials x 2 stations)
- Silver (31 x 60 second fully produced commercials x 2 stations)
- Bronze (21 x 60 second fully produced commercials x 2 stations)

Please complete this form by March 2nd 2020 and submit to Lauren Morris at colourfunrun@volunteerlethbridge.com

Signature _____ Date _____

Gold Level – Media Sponsorship – Valued at \$3000

The Radio Station(s) would receive:

- Logo on all materials, advertisements, and run banner
- Second tier logo/link placement on website, Facebook and Instagram
- Second tier T-shirt placement, back of t-shirt
- Option to provide Company swag at table location in Grove day of
- Colour Station Table Set-up, including ability to display signage and banners
- Recognition from podium
- 2 run entries
- Opportunity to volunteer

In Exchange:

Volunteer Lethbridge will receive station social media posts, event promotions and 41 x 60 second fully produced commercials x 2 stations

Silver Level – Media Sponsorship – Valued at \$2000

The Radio Station(s) would receive:

- Logo on all materials, advertisements, and run banner
- Option to provide Company swag at table location in Grove day of
- Colour Station Table Set-up, including ability to display signage and banners
- Recognition from podium
- 2 run entries
- Opportunity to volunteer

In Exchange:

Volunteer Lethbridge will receive station social media posts, event promotions and 31x 60 second fully produced commercials x 2 stations

Bronze Level – Media Sponsorship – Valued at \$1000

The Radio Station(s) would receive:

- Logo on all materials, advertisements, and run banner
- Colour Station Table Set-up, including ability to display signage and banners
- Recognition from podium
- 2 run entries
- Opportunity to volunteer

In Exchange:

Volunteer Lethbridge will receive station social media posts, event promotions and 21 x 60 second fully produced commercials x 2 stations

T-Shirt Specifications

*Colour around the front logo can be changed to Platinum Sponsors Colour

