



\*\*\*Attention sponsors~ our deadline has been extended to January 29, 2022\*\*\*

Dear Community Supporter,

Plans are being made for the 9th annual Chilly Challenge, 8K Race and 1-Mile Fun Run to benefit North Buncombe Middle School. The race will take place on February 26, 2022 at 10 a.m. and the course runs between North Buncombe Middle School and North Windy Ridge Intermediate School in Weaverville, NC.

### **Marketing Exposure!**

As word of this unique race continues to spread around the running community, larger crowds are anticipated each year. Through heavy social media and online presence, Chilly Challenge will promote your company to thousands of viewers. In addition, be sure to join us on race day! Most sponsor levels are invited to set up a table at the race affording several hours of face-to-face promotional time with our community. This gives many opportunities for name recognition and exposure to our sponsors. Finally, every person that registers for the Chilly Challenge receives a race tee shirt. These tee shirts, with sponsor names and logos on the back, are a walking advertisement for years to come as the runners wear them around town.

### **Community Support!**

The Chilly Challenge is our school's sole major fundraiser for the year. The 2022 race profits will be used to continue efforts to update and improve technology equipment for our students and help teachers acquire funds needed for supplies and projects not funded through local or state budgets. ***NBMS PTO is 501(c)(3) and your donation is tax deductible.***

### **Free Race Registrations!**

All levels of sponsorship include at least one free registration for the race. Race registrations include: race entry, t-shirt & chili lunch! Come as an individual, or bring a whole team. The Chilly Challenge is a great chance to fulfill those New Year's resolutions, team build, or show off your company's spirit.

### **Chili and Fun!**

Along with plenty of entertainment before and during the race, runners are provided a free chili lunch, entertained by our talented NBMS Jazz Band, and invited to participate in a community chili cook-off after the race. The chili cook-off and lunch are open to the public and spectators as well. All attending sponsors are invited to enjoy a bowl of chili, participate in the voting, and join in the fun. This is a great way to enjoy your community and answer questions about your business.

***If you would like to make an 'in-kind' donation, please contact us for more information.***

Please do not hesitate to contact us with questions regarding this opportunity for community partnership!

Sincerely,

Meredith Switzer, meredithswitzer@gmail.com

Chilly Challenge '22 Sponsorship Coordinator

*Details about sponsorship levels are on the reverse of this page.*

