



Dear Community Supporter,

Plans are being made for the 8th annual Chilly Challenge, 8K Race and 1-Mile Fun Run to benefit North Buncombe Middle School. The race will take place on February 29, 2020 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 2020 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 any questions regarding this great opportunity for community partnership!

Sincerely,

Jennifer Banks

Kendall Fay

Chilly Challenge '20 Sponsorship Coordinators

nbms8k@gmail.com

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

2020 NBMS Chilly Challenge Sponsorship Levels

Presenting Sponsor: Single Industry – Exclusive Partnership

- PUBLICITY: Exclusive prominent logo on website and t-shirt. “Race Presented By” on all marketing and race announcement materials. “Sponsor Spotlight” actively promoted via social media, web, and email communications.
- PRESENCE: Increased presence at race (banner at race start/finish, opportunity to address the crowd, opportunity to judge chili cook-off, prominent indoor/outdoor space for participant interaction, partnership acknowledgment via DJ/emcee).
- REGISTRATIONS: 12 complimentary race registrations.
- MARKETING: Promotional material in race bags.

Platinum Sponsor: \$1000+ Contribution

- PUBLICITY: Large logo on website and t-shirt. Logo included on race poster. “Sponsor Spotlight” partnership acknowledged via social media, web, and email communications.
- PRESENCE: Select indoor and outdoor promotional space at race.
- REGISTRATIONS: 5 complimentary race registrations.
- MARKETING: Promotional material in race bags.

Gold Sponsor: \$500+ Contribution

- PUBLICITY: Logo on website and t-shirt. Name listed on race poster. Partnership acknowledged via social media, web, and email communications.
- PRESENCE: Indoor and outdoor promotional space at race.
- REGISTRATIONS: 3 complimentary race registrations.
- MARKETING: Promotional material in race bags.

Silver Sponsor: \$250+ Contribution

- PUBLICITY: Name on website and t-shirt. Partnership acknowledged via social media, web, and email communications.
- PRESENCE: Indoor and outdoor promotional space at race.
- REGISTRATIONS: 2 complimentary race registrations.
- MARKETING: Promotional material in race bags.

Bronze Sponsor: \$100+ Contribution

- PUBLICITY: Name on website. Partnership acknowledged via social media, web, and email communications.
- REGISTRATIONS: 1 complimentary race registration.
- MARKETING: Promotional material in race bags.

Sponsorship level (circle one): Platinum Gold Silver Bronze Amount Enclosed: \$ _____

Company Name: _____ Contact Person: _____

Address: _____ Phone Number: _____

Company Web Address: _____ Contact Email: _____

Promotional Material Provided for Race Bags (please specify): _____

Please make checks payable to NBMS PTO. A tax donation letter will be mailed to you upon receipt.

Please return this form and your donation to: NBMS PTO, 51 N. Buncombe School Rd., Weaverville, NC 28787

****All sponsorship levels must have form and donations submitted by 11/30/19 in order to guarantee logo placement on all printed race material and shirt.****