



Royce Whitaker 5K Run by the Bay

Strong Spirit, Unquenchable Curiosity

Become a 5K Sponsor Today!

Bay Farm Montessori Academy's 11th Annual **5K Run by the Bay** will be held on Saturday, October 29, 2016. This is a USATF-sanctioned race which begins and ends on the Bay Farm campus and runs along beautiful Bay Road in Duxbury, garnering more than 500 participants and onlookers. Held in memory of Royce Whitaker, a beloved student at Bay Farm whose life was cut short in a tragic accident in the summer of 2009, this high-spirited road race celebrates the joy, compassion, and unquenchable curiosity of Royce and all of the students at Bay Farm.

The proceeds from this event support Bay Farm's Financial-Aid Fund for deserving students enrolled at the school. Bay Farm Montessori Academy is committed to balanced classrooms and socio-economic diversity and provides financial assistance to families for which full tuition payment is not possible. Awards range from a few hundred dollars up to 50% of the tuition rate.

Sponsorships underwrite the race, but they also provide a unique opportunity to connect with Bay Farm families and the more than 20 South Shore communities in which they live. Our promotional outreach is extensive and includes hundreds of race posters, advertisements in local newspapers, and a strong online presence in partnership with Active.com, South Shore Race Management, and others. On race day, your company logo or name can be highlighted on event t-shirts and signage, and your products or promotional material can be available to race participants and their families in a complimentary goodie bag given to all runners.

Please share in the goodwill and community spirit generated by this event and become a race sponsor. Enclosed is information on the sponsorship opportunities available and the corresponding benefits. **Please be aware that our printing deadline for all materials is Friday, October 7, 2016.**

Please contact Sandy Kozlowsky, sandyk@bfarm.org, 781.934.7101 x38, for additional information.

Register to run at www.bfarm.org/giving/5k/

THANK YOU FOR YOUR SUPPORT!

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\$1500 Finish Line Sponsor

- Logo/name placement on t-shirt given to the first 300 runners
- Logo placement on printed materials and promotional efforts prior to event, including posters (Sponsorship commitment must be received in advance of publication deadlines)
- Logo placement at Finish Line
- Logo placement on the Bay Farm website and linked to your company's website
- Logo placement on Sponsorship Board at Registration
- Company information at Sponsorship Table at Registration, if desired
- 5 complimentary race entries and t-shirts
- Recognition from the race podium during start announcement and awards ceremony

\$1000 Starting Line Sponsor

- Logo/name placement on t-shirt given to the first 300 runners
- Logo placement on printed materials and promotional efforts prior to event, including posters (Sponsorship commitment must be received in advance of publication deadlines)
- Logo placement at Starting Line
- Logo placement on the Bay Farm website and linked to your company's website
- Logo placement on Sponsorship Board at Registration
- Company information at Sponsorship Table at Registration, if desired
- 3 complimentary race entries and t-shirts
- Recognition from the race podium during awards ceremony

\$500 Kilometer Marker Sponsor

- Logo/name placement on t-shirt given to the first 300 runners
- Logo placement at one of four kilometer markers
- Logo placement on the Bay Farm website
- Logo placement on Sponsorship Board at Registration
- Company information at Sponsorship Table at Registration, if desired
- 2 complimentary race entries and t-shirts

\$250 Water Station Sponsor

- Logo/name placement on t-shirt given to the first 300 runners
- Company name at water station
- Company name on the Bay Farm website
- Company name on Sponsorship Board at Registration
- 2 complimentary race entries and t-shirts (one adult and one child)

\$100 Family and Community Sponsor

- Logo/name placement on t-shirt given to the first 300 runners
- Family or company name on Sponsorship Board at Registration
- 2 complimentary race entries and t-shirts (one adult and one child)

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Sponsorship Agreement

My family/company will sponsor the 12th Annual Royce Whitaker 5K Run by the Bay as a:

- \$1500 Finish Line Sponsor
- \$1000 Starting Line Sponsor
- \$500 Kilometer Marker Sponsor
- \$250 Water Station Sponsor
- \$100 Family and Community Sponsor

- My family/company cannot sponsor the 5K but will make a contribution of \$ _____
- My family/company will donate the following in-kind items: _____

Please fill out form and return with payment to:
Bay Farm Montessori Academy, 145 Loring Street, Duxbury, MA 02332
Email logo to lexak@bfarm.org.

Name of authorizing official (printed): _____

Signature: _____ Title: _____

Company: _____

Address _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Payment Information

Credit Card: Visa / MasterCard / Discover (circle one)

Check Enclosed payable to:
Bay Farm Montessori Academy

Name as it appears on credit card: _____

Credit Card #: _____

Exp. Date: _____

Pledge your sponsorship to be paid by 6/30/17

Bay Farm Montessori Academy is a 501(c)3 non-profit organization. Donations are tax-deductible to the fullest extent allowed by law, and all proceeds will benefit the financial-aid fund for students enrolled in Bay Farm's innovative education programming for children ages 12 months to grade 8.