



Saturday, September 10, 2011

The Rotary Club of Vinings is back with a Run for the Kids!!!

Please join us this year as a sponsor of the **Vinings Downhill 5K**, in recognition of our lightning speed course, on **September 10, 2011** for a race through the **Heart of Vinings** and enjoy the camaraderie while contributing to a worthy cause and creating market exposure for your business! **Your sponsorship also sends a powerful message that your organization cares about helping those in need, supports the community, and contributes to the quality of life here.**

This is the 13th year the Rotary Club of Vinings has coordinated the Run which has raised more than \$470,000. Proceeds from your sponsorship will benefit the **Calvary Children's Home**, the **Good Samaritan Health Center**, and the **Vinings Rotary Charity Fund**.

While contributing to a worthy cause has its own rewards, this particular race promotes other rewards for its sponsors. The Vinings Rotary Charity Fund, Inc. is a 501(c)(3) organization (EIN: 58-2111289). Therefore, any contribution to the "Vinings Downhill 5K" may be deducted from your organization's taxable income. Funds exceeding the costs of this race go directly to the charities. There are no administrative cuts – Rotarians are volunteers!

Advertising opportunities – from logos on T-Shirts and the Race Website to having a table at the Race – are available as set forth in the attached sponsorship sheet. Our sponsors have always received kudos for their philanthropy and benefited from the exposure from this Race. With the growth of the race, the exposure our sponsors receive also has grown significantly. Please review the attached recap of our prior races to see our growth firsthand over the years. We encourage you to join us this year with a corporate team for a great day of camaraderie reaping benefits while taking positive action for the community! Some of our sponsor packages even include complimentary entries and shirts.

We hope that you will consider sponsorship of the Race. If you have additional questions, please don't hesitate to contact me. If you are a returning sponsor this year, we thank you for your continued support! We look forward to seeing you there!

Sincerely,

Terri Hilderhoff

Vinings Downhill 5K Sponsorship Chair

www.viningsdownhill5k.com



www.viningsdownhill5k.com

“The Vinings Downhill 5K” Sponsorship Registration

Thank you for taking positive action by becoming a sponsor of the Vinings Downhill 5K, a Run for the Kids, on September 10, 2011! To facilitate your sponsorship, please complete this form and return it to Terri Hilderhoff via fax 770-438-8181 or mail at 4300 Paces Ferry Rd., Suite 245, Atlanta, GA 30339 or Email at thilderhoff@pacesholdings.com. Please do not hesitate to contact anyone on the committee list below with questions. **Thank You for your support!**

Yes! Please include me or my company as a sponsor for the 2011 race: Marquis at \$5000
Gold at \$2500
Silver at \$1250
Bronze at \$ 750

Yes! We would like to reserve a table at the Post Race Party on race day.

Yes! We will include information or items in race bags. Items must be ready by **September 1st**.

I am a returning sponsor and you may use last year’s logo.

I will be sending you a new logo to: cheinz@heinzdaniel.com

Your Company’s Name: _____

Contact Person: _____

Address: _____

Date: _____ Telephone Number: _____

Email _____

We appreciate your sponsorship payment accompanying your registration or we will invoice you. Checks should be made out to “Vinings Rotary Charity Fund” and mailed to the address listed below by August 1, 2011. Please note the earlier deadlines on specific Sponsor Levels for certain advertisement eligibility.

Questions??-- Contact

Terri Hilderhoff, Sponsor Chair, thilderhoff@pacesholdings.com 678-766-1132

Charles Heinz, Chairperson, cheinz@heinzdaniel.com 678-391-3910

Rick Williams, Large Corporation, rewilliams@printpack.com 404-460-7369

Ann Hudgins, Local Retail, annhudgins@comcast.net 770-422-9747

Lewis Sapp, Small Business, sapp@etsw.com 404-582-8409

Marshall McCabe, 00513@chick-fil-a.com 678-595-9900

Paul Harris, pharris@hardwoodweb.com 404-214-4709



The Vinings Downhill 5K Sponsorship Levels 2011

Corporate sponsors are provided specific privileges and eligibility for promotional items according to their financial contribution. Please note that a few items are based upon a first-come, first-served basis due to the limited availability of the item (e.g. placing a corporate logo on the sleeve of the race t-shirt), and some have deadline dates due to printing and publishing schedules.

Marquis Sponsor

\$5,000

- Recognition of Sponsor Level on all Vinings Rotary meeting programs. Available publicity via local media coverage of the event
- Your logo positioned prominently on Race Announcement ads in "The Wingfoot" (the Atlanta Track Club's monthly magazine); (Circulation to over 15,000. Sponsorship must be received by May 1st.)
- Your logo positioned prominently on one of the sleeves of the official race shirt. (First come, first served basis.) All other Marquis sponsors will have logo positioned prominently on the back of the official race shirt.
- Your logo positioned prominently on the **Official Race Website**
- Your logo positioned prominently on 5,000+ race brochures. (Sponsorship must be received by June 15th.)
- Logo prominently displayed on pre-race banner the week before the race for the first two Marquis Sponsors, gaining thousands of impressions each day leading up to the event.
- Twenty complimentary Race Entries and Shirts
- Eligibility for a table at awards area
- Eligibility to have Logo prominently displayed on Race Day Buses
- Eligibility to include coupons and literature in gratuity bags given to participants
- Eligibility to have a Corporate banner positioned prominently in awards area during the race.
- Eligibility to promote Race and your organization in newspapers and/or magazines

Gold Sponsor

\$2500

- Recognition of Sponsor Level on all Vinings Rotary meeting programs. Available publicity via local press and television coverage of the event
- Logo/name on Race Announcement ads in The Wingfoot, the Atlanta Track Club's monthly magazine with circulation to over 15,000. Sponsorship must be received by May 1st.
- Your logo positioned prominently on the back of the official race shirt.
- Your Logo positioned on Race Posters in Retail Establishments
- Your name/logo positioned prominently on the **Official Race Website**
- Your logo positioned prominently on 5,000+ race brochures. Sponsorship must be received by June 15th.
- Ten complimentary Race Entries and Shirts
- Eligibility for a table at awards area
- Eligibility to include coupons and literature in gratuity bags given to participants

Silver Sponsor

\$1250

- Recognition of Sponsor Level on all Vinings Rotary meeting programs.
- Your logo positioned on the back of the official race shirt.
- Your name/logo positioned prominently on the **Official Race Website**
- Your logo positioned on 5,000+ race brochures. Sponsorship must be received by June 15th.
- Eligibility for a table at awards area
- Eligibility to include coupons and literature in gratuity bags given to participants
- Five complimentary race entries and shirts

Bronze Sponsor**\$750**

- Recognition of Sponsor Level on all Vinings Rotary meeting programs.
- Your corporate name on the back of the official race shirt.
- Your name positioned prominently on the **Official Race Website**
- Your name positioned on 5,000+ race brochures. Sponsorship must be received by June 15th.
- Eligibility for a table at awards area
- One complimentary race entry and shirt
- Eligibility to include coupons and literature in gratuity bags given to participants

www.viningsdownhill5k.com

Vinings Downhill 5K, c/o Terri Hilderhoff, 4300 Paces Ferry Rd, Suite 245, Atlanta, GA 30339



The Vinings Downhill 5K Sponsorship Levels 2011

	*Marquis \$5000	Gold \$2500	Silver \$1250	Bronze \$750
Recognition of Sponsor Level	X	X	X	X
Logo positioned prominently on Race Announcement ads in “The Wingfoot” For sponsorships received by May 1 st (circulation to over 15,000	X	X		
Logo positioned prominently on the back of the official race shirt	X	X	X	
Name only positioned on the back of the official race shirt				X
Logo positioned prominently on the Official Race Website	X	X	X	
Name only positioned on the Official Race Website				X
Logo positioned prominently on 5,000+ race brochures	X	X	X	
Name only positioned on 5,000+ race brochures				X
Logo Positioned on Race Posters in Retail Establishments	X	X		
Complimentary Race Entries and Shirts	20	10	5	1
Logo Prominently Displayed on Race Buses	X			
Table at awards area	X	X	X	X
Include coupons and literature in gratuity bags given to participants	X	X	X	X
Can position your banner prominently in awards area during the race	X			
Can promote Race and your organization in newspapers and/or magazines	X	X		

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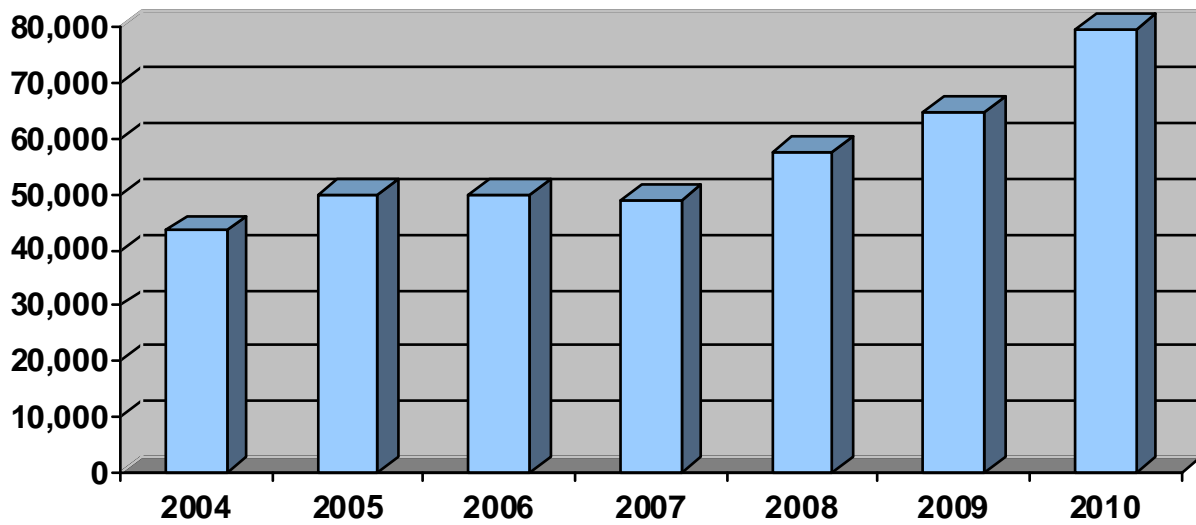
Vinings Downhill 5K, c/o Terri Hilderhoff, Paces Holdings

4300 Paces Ferry Rd., Suite 245, Atlanta, GA 30339

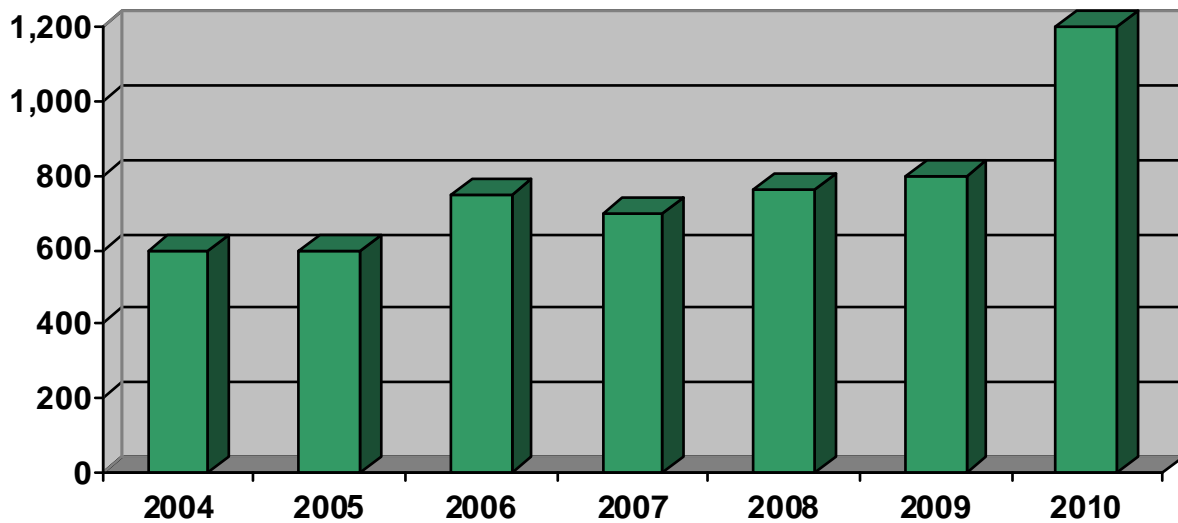


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Growth in Funds Raised



Growth in Race Participation





Vinings Rotary Charity Fund



100% of every dollar you contribute as a sponsor of **The Vinings Downhill 5K** benefits the **Vinings Charity Fund** which supports wonderful community organizations such as **The Good Samaritan and Calvary Children's Home**.

The Vinings Rotary Charity Fund has contributed more than \$470,000 to numerous local charities in the 12 years we have managed the run.



A father and mother returning from the grocery store were involved in an automobile accident. Both were killed, leaving their six children without anyone to care for them. The children were separated and placed in four different homes. As they were being separated, Rev. Ben Turner watched the children crying - the younger wanting to stay with the older. He realized the tremendous need for them to stay together, especially after losing both parents. "If children can't have the love and guidance of parents, they should at least be able to live together as brothers and sisters. If I could build a home large enough, I would keep all the children of one family together"... and he did!



19,500 patient visits per year. The Center provides comprehensive care for patients without the means to afford medical and dental care. Atlanta's homeless make up about 20% of patient visits, the working poor 70%, and those who are Medicaid/Medicare eligible compose 10% of our visits. Patients pay on a sliding fee scale based on income. Most importantly The Center provides a comfortable environment where our patients are treated with dignity and respect.

