



# Potomac River Run Marathon



Marathon Charity Cooperation

2776 South Arlington Mill Drive #246 ☺ Arlington VA 22206

703-927-4833 ☺ [events@mc-coop.org](mailto:events@mc-coop.org) ☺ [www.mc-coop.org/marathon](http://www.mc-coop.org/marathon)

Sunday, May 2, 2010 ☺ World Laughter Day ☺ 26.2 Miles of Smiles

February 1, 2010

Dear Friend,

Can you sponsor the 7<sup>th</sup> annual **Potomac River Run Marathon on Sunday, May 2, 2010?**

Our historic event starts and finishes at Carderock Recreation Area on the C&O Canal Towpath in suburban Maryland, conducted by Marathon Charity Cooperation Foundation, a co-op of individual members and charity partners:

- [Burma Humanitarian Mission](#)
- [Association for India's Development](#)
- [Faith Alliance Against Slavery and Trafficking](#)
- [Harmony Through Education](#)
- [The Jacques A. Clermont Memorial, Inc.](#)
- [AIMS India Foundation](#)
- [Asha for Education](#)
- [Girls on the Run DC](#)
- [High Cloud Foundation](#)
- [Stop the Silence: Stop Child Sexual Abuse](#)
- [Hope for Tomorrow](#)
- [Iqraa \(Read\)](#)
- [5<sup>th</sup> Pillar](#)

In addition to the marathon, we conduct a half marathon and a 5K in Alexandria on the same day.

The day before the races, **Saturday, May 1**, from 2 pm to 6 pm, we host a **College of Running** at Alexandria Hilton, 1767 King Street, open to the public, with educational tracks on health and fitness, athletic equipment, nutrition, and cooperative living. We expect 800 attendees at the pre-race College of Running. On race day, **Sunday, May 2**, we expect 300 in the marathon, 300 in the half marathon, and 200 the 5K. The first Sunday in May is World Laughter Day, and we celebrate with 26.2 miles of smiles.

Since entry fees cover all expenses of the race, any cash donations from our sponsors go 100% to our beneficiaries. You can also donate refreshments, gift certificates, or in-kind support.

Our sponsors' logos go on our race flyers, race-day signage, and of course, t-shirts. With radio, television, and newspaper coverage, your sponsorship is highly visible.

- All sponsors may provide **800 menus, coupons, or samples as inserts** for runners' goodie bags
- All sponsors may **have a display table** at our College of Running on Saturday, May 1, 2-6 pm
- All sponsors get **complimentary entries** upon request
- We **announce all sponsors** before the start, at the finish, and during the awards ceremony
- All sponsors are invited on race day to **present their gift certificates personally** to their award winners
- We feature your donations of food and refreshments at **our post-race picnic**

For \$100,

- ① we insert your ad flyer in 800 goodie bags;
- ② we reserve a display table for you at our College of Running;
- ③ we add your link on our website [www.mc-coop.org/marathon](http://www.mc-coop.org/marathon); and
- ④ we list your name in text on our t-shirt.

For \$250, you get all of the above PLUS

- ⑤ we print your logo on our t-shirt.

MCC also conducts other races. In 2010, we conduct:

- W&OD Trail 10K, Saturday, March 27, in Falls Church VA
- Friends of the W&OD 10K, Saturday, July 31, in Vienna VA
- Revenge of the Penguins 10- and 20-Miler, Saturday, September 19, at Carderock Recreation Area MD

MCC also assists people in the Washington DC area with educational and training opportunities and supports charities working worldwide.

We offer these sponsor levels:

- **GOLD: \$2,000 or more: PRIME SPONSOR:** Your **name and logo** on our publicity and website, and on the **front** of our t-shirt.
- **RED: \$1,000 or more:** Your **name and logo** on our publicity, web site, and the **front** of our t-shirt.
- **WHITE: \$500 or more:** Your **name and logo** go on our publicity, website, and back of t-shirt
- **BLUE: \$250 or more (or ten \$25 certificates):** Your logo on our publicity, website, and back of t-shirt
- **GRAY: \$100 or more (or four \$25 certificates):** Your name goes on our publicity and website

All sponsors provide 800 flyers or menus for our goodie, and all sponsors may exhibit at our College of Running, Saturday, May 1, 2-6 PM, at Alexandria Hilton, 1767 King Street.

Optionally, you can sponsor individual components of the race:

- \$250 Pre-race Park Clean-up     \$250 College of Running and Expo     \$250 Clock at turnaround
- \$250 Pasta dinner     \$250 Any of 3 aid stations (table drapes)
- \$250 Start/finish     \$250 Pre-race & Race-day Packet pickup (tent) & Baggage Stow

Component sponsors can provide a banner for display at their sponsored area.

- Please reply by April 15 to include your logo on publicity, t-shirts, signs, and ads in goodie bags
- Please send 800 inserts by April 15 for insertion into goodie bags

All donations to **Marathon Charity Cooperation and its partners** are tax-deductible under §501(c)3. You may also earmark your donation directly for one of our beneficiaries and get full recognition as a sponsor.

Sincerely, Jay Jacob Wind, Event Director

**Acknowledgements:**

- Potomac River Run thanks [Potomac River Running Stores](#) Ashburn VA (703-729-0133) & Burke VA (703-978-0500) for granting permission to use the name Potomac River Run for this race. "Potomac River Running" is a trademark of Potomac River Running Store.

Please send this form to **MCC, 2776 South Arlington Mill Drive #246, Arlington VA 22206**

Make checks payable to **MCC**, or directly to one of the beneficiaries

**Organization Name** \_\_\_\_\_

**Contact Person** \_\_\_\_\_

**Address** \_\_\_\_\_

**City, State, ZIP** \_\_\_\_\_

**Business Phone** \_\_\_\_\_

**E-mail** \_\_\_\_\_

**Enclosed is:**

\$[\_\_\_\_\_] An unrestricted donation specifically for **Marathon Charity Cooperation**

\$[\_\_\_\_\_] A restricted donation specifically for

- AIMS India Foundation**                       **Association for India's Development (AID)**
- Asha for Education**                       **Clermont Foundation**                       **Burma Humanitarian Mission**
- Harmony Through Education**             **Faith Alliance Against Slavery & Trafficking**
- High Cloud Foundation**                       **Hope for Tomorrow**                       **Girls on the Run DC**
- Iqraa (Read)**                                       **Stop the Silence**                       **5<sup>th</sup> Pillar**

Unrestricted sponsorships pay for marathon expenses. Restricted sponsorships go 100% to the designated charity.

Both unrestricted and restricted sponsors get **EXACTLY THE SAME** publicity and sponsorship benefits.

Discover     Master     Visa    \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_    Exp.Date    \_\_\_\_ - \_\_\_\_

Name on card    \_\_\_\_\_

I pledge in-kind support \_\_\_\_\_ (e.g., printing t-shirts or refreshments)

Gift certificates from your store or business (e.g., four or more \$25 certificates)



If you do not have gift certificates of your own, you may use these forms. Feel free to photocopy more.

## Potomac River Run Marathon GIFT CERTIFICATE

**Congratulations for your award winning finish!**

Please visit (Sponsor) \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_, \_\_\_\_\_

Certificate value \$ \_\_\_\_\_ expires 7/31/2010 Authorized signature \_\_\_\_\_



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