

TURNING MILES INTO SMILES

Run. Roll. Donate. Smile

benefitting Backpack Buddies

On Friday, September 16, 2011, the 3rd Buddy Run and food drive will bring our friends and neighbors together to help feed children right here in our community!

This year our race will feature a 3.1-mile run through Heritage Wake Forest, mostly on a greenway behind Heritage Wake Forest, in addition to new 2-mile Roller Run (for scooters and skates) and our standard 1-mile family walk and a 50'ish yard itty-bitty-buddy-dash.



In collaboration with Wake Forest Elementary School, Rolesville Baptist Church and Wake Forest Presbyterian Church, proceeds from this event are divided among the Rolesville, Wake Forest, and Wakefield Backpack Buddy and Track Out Tummy programs. Together over 200 children are fed!

The run will be held on a Friday evening on the same weekend as the Lullabies to Mudpies Consignment sale, also benefitting the Backpack Buddies program. We will be co-marketing the event to spread the word and bring people to both events.

Backpack Buddies is a volunteer driven organization (there is no central/state/national office or governing body) that provides children with backpacks of food over the weekend. On Friday afternoons, the kids eagerly make their way to their Counselor's office and trade their school bag for a Buddy pack. Imagine the relief this puts on the parents and the child knowing they will not have hunger pains over the weekend – there will be food.

I am currently seeking sponsors to help cover the costs of the fun run so we can maximize our donation. In the last 2 years of the race we have been able to send a combined total of \$5,000 in Lowe's Foods gift cards and 2 large trailers full of food. I am expecting 300 runners and a donation of \$3,000 dollars, in addition to the food collected during the race weekend food drive.

On the following pages, you will find details about the different sponsorship levels available. I would be happy to work with you if you have any additional items you would like to bring to your sponsorship level. This is a community event and we want everyone to have a positive experience.

As a participating sponsor, your company will gain access to these athletes and spectators on race weekend and beyond. The race will conduct marketing that targets key local and regional markets. The marketing will include print, online and e-mail advertising, in-store promotions at many local gyms and fitness-associated merchants, and cross promotions with other key sponsors. As a sponsor, your company can advertise through:

- Race promotional media
- Race applications
- Official race shirt
- Race website
- Booth space on race-day
- Race-day banners
- Race packet flyers

Thank you for your consideration. Our 2011 race is sure to be another success for Backpack Buddies, our athletes, and sponsors.

Rebecca Warriner, Event Director

Turning Miles into Smiles - www.milesintosmiles.com

C: 214.564.6654

THE BUDDY RUN

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Did you know?

- Some children in Heritage Elementary, Rolesville Elementary, North Forest Pines Elementary, Wakefield Elementary and other area schools will not have any meals this weekend
- These children can go 50+ hours without food from Friday lunch until Monday's breakfast at school
- Families in Wake Forest make the choice daily between putting food in the pantry and paying their bills
- Rolesville, Wake Forest, and Wakefield Backpack Buddies programs serve over 200 children in 8 area schools
- Backpack Buddies is a completely volunteer-driven organization
- Food items are gathered, sorted, and distributed at local churches and handed delivered to the schools every Friday
- Empty backpacks are picked up on Monday, reloaded, and redelivered on Friday
- There is no reason to have hungry children in our schools. We can all contribute a little each week to keep a child from going hungry in our schools.
- Filling a backpack can cost as little as \$10

Race Details

When: Friday, September 16, 2011

Where: Heritage Wake Forest Two, Marshall Farm @ Rogers Road at the Heritage View Pool

What: 50'ish meter Itty Bitty Buddy Dash for runners 6 and under
1-mile Family Walk (untimed)
2-mile Roller Run for roller skaters, bladers, boarders and scooter-ers of all ages (no bikes please)
3.1 chip-timed course through Heritage Wake Forest Two and on a Wake Forest greenway/trail
Race-weekend food drive
An evening of fun, fitness, friends, family and feeding hungry children in our schools

Race day timeline

- 4:00 pm Packet pickup & food drive begin
- 6:00 pm 2-mile Roller Run
- 6:05 pm 1-mile Family Walk
- 6:30 pm 3.1 chip-timed run
- 7:30 pm Awards
- 5 -8pm: Block party (bounce house, face painting, and food for purchase)

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Sponsorship Levels

All sponsors will receive:

- Business logo on back of all race t-shirts
- Option to include a promotional item or flyer can be in race bag
- Access to all athletes and spectators with a booth at the race

Title Sponsor \$1,500

- Logo included on
 - Media releases, race listings, event advertising, and promotional materials
 - Logo on the Mile 1 mile marker sign
 - Back of t-shirt (largest logo on shirt)
- 3 promotional entries to the 5K race

2-Mile Roller Run Sponsor OR 1-mile Family Walk Sponsor \$450

- Premier sponsor placement below Title Sponsor on race t-shirts
- Customized large sign (for you to keep after the race!) at the u-turn for the 2-mile or 1-mile route

Race Number Sponsor \$400

- 1 - 6"x9" full color print ad on the back of all race bibs
 - Coupon, discount code, supportive message, call to action, whatever you choose!
 - We will work together on the art (if needed) and layout for this sponsorship level

Water Station Sponsor - \$400

- Primary sponsor placement at the on-course water station
- Free reign to come up with a theme and go crazy with your water station! Bring banners, cars, dress up, whatever it takes to make people remember your business!!
- Provide volunteers (at least 3) to assist the water station

Mile Marker Sponsor - \$350 (3 available)

- Company name on a mile marker sign
 - Mile 1 (turn around for the 1-mile family walk)
 - Mile 2
 - Mile 3

General Sponsor - \$250 (unlimited)

In-Kind Sponsor

- Post-race drinks and water
- Post-race food: bagels, bananas, oranges, muffins, peanut butter, etc.
- Prizes to give to award winners

Sponsor contributions to the race are payable to RW Sports and used for race costs. After the race is over and the bills are paid we send a big check to Lowe's Foods. They provide us with a 6% discount on the purchase of gift cards in \$100 increments. Instead of using that 6% as a discount, we purchase 6% more gift cards to increase our impact on the programs!

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Event Contacts

Race Director: Rebecca Warriner

- Race planning
- Course development
- Volunteer coordination
- Race promotion and publicity
- Financial involvement
 - Business sponsor management
 - In-kind sponsorships and product collections

Rebecca has been involved in sports for as long as she can remember. Her official (aka recorded times) entry into races began in 1997 and since then she has covered every distance from a 5-K to a 100mile run, from a sprint triathlon to an Ironman triathlon.

Turning Miles into Smiles is a personal fundraising program developed by Rebecca Warriner to increase awareness of and collect donations for non-profit groups that provide an immediate and tangible impact on the recipient. She is not employed by the charities she supports, she just sees the need and wants to help by Turning her Miles into Smiles one stroke, pedal, and step at a time.

Rebecca has also taken her love of triathlons and running to the next level by organizing The BASF Smile Train Triathlon that donated over \$100,000 for The Smile Train since 2008. She is also the Event Director for a 4 of the 8 Ramblin' Rose races held throughout the Carolinas and in Nashville, TN.

She focuses on developing smaller races that have an impact on both the local and global communities, all the time keeping the athletes aware of who they are helping. Her involvement in racing, fundraising, and increasing awareness of others in need and her energy for the sport is contagious! Rebecca and her husband live in Wake Forest with their two children Polly and John.

Timing & Setup: Finish Strong Event Productions

Jason Biggs, Brent Dorenkamp, Marc Primanti

- Online registration & payment collection
- Insurance and USA Track & Field coordination
- Athlete timing and results posting
- Race-day start and finish line setup