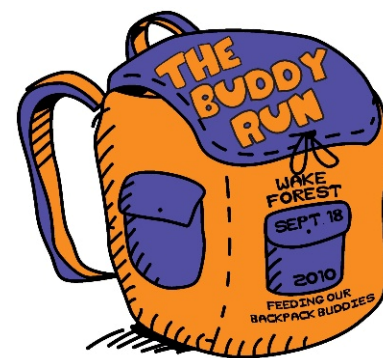


THE BUDDY RUN

There are hungry kids in our community. That's not ok. Do Something...

On September 18, 2010, the second Buddy Run and food drive will bring our together for a 3.1-mile run through Heritage Wake Forest followed by a 1-mile family walk and a 50'ish yard itty-bitty-buddy-dash.



All proceeds from this event are divided among the Rolesville, Wake Forest, and Wakefield Backpack Buddy programs. We collaborate with Rolesville Baptist Church (supporting five schools), Wake Forest Presbyterian Church (supporting three schools), and Wake Forest Elementary. Together these programs serve well over 200 children.

The Backpack Buddies is a completely volunteer driven organization (there is no central/state/national office or governing body) that provides children with backpacks of food over the weekend. Without The Backpack Buddies program, these children may not have a regular meal – or a meal at all – until they return to school on Monday morning.

These children love the program. On Friday afternoons, they 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 sponsor positions to help cover the costs of the fun run so we can maximize our donation. In 2009, with 250 runners we sent \$3,400 and so much food to The Backpack Buddies. I am anticipating 500 runners and a donation of \$4,000-\$5,000 dollars, in addition to the donated food.

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:

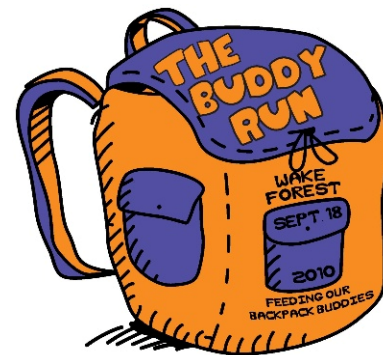
- race promotional media
- race applications
- official race shirt
- race website
- booth space on race-day
- race-day banners
- race packet flyers

Thank you for your consideration. For more information about sponsorship, please contact Race Director, Rebecca Warriner. Our 2010 race is sure to be another success for The Backpack Buddies, our athletes, and our sponsors.

Rebecca Warriner, Event Coordinator
Turning Miles into Smiles - www.milesintosmiles.com
C: 214.564.6654

THE BUDDY RUN

There are hungry kids in our community. That's not ok. Do Something...



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: Saturday, September 18, 2010

Where: Heritage Wake Forest – behind Walgreens on Rogers Road and Heritage Lake Road

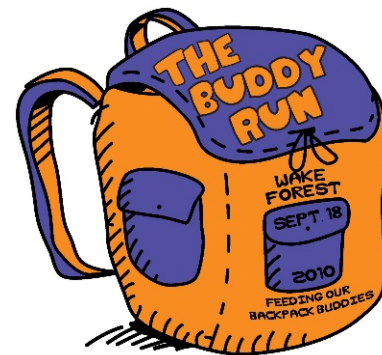
What: USATF certified and chip-timed 5k (3.1mile) course through Heritage Wake Forest followed by a 1-mile Family Walk/Run for athletes of all ages. Immediately after the final 1-mile participant crosses the finish line we will do the free Itty-Bitty Buddy Dash for all of the 6 and under participants.

Race day timeline

- 7am: Packet pickup & Food drive begin
- 8am: 5K start
- 8:15-11am: Block party begins
- 9am: 1mile family walk start
- 9:30'ish: itty-bitty buddy dash
- 10am: Awards for all races

THE BUDDY RUN

There are hungry kids in our community. That's not ok. Do Something...



Sponsorship Levels

All sponsors will receive:

- Name on the back of the Backpack Buddy backpack inserts
- Option to include a promotional item or flyer can be in race bag
- Access to all athletes and spectators at the race with a 'finish line' booth
- Business name (or logo based on level) on the back of all race t-shirts
- Complimentary event t-shirt

Title Sponsor - \$1,500 Fulfilled: Carolina Pediatric Dentistry, Dr. LaRee Johnson ☺

- 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 race

Bib Sponsor - \$450 (1 available)

- 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 Fulfilled: The Goddard School ☺

- 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 .5 (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.

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!

THE BUDDY RUN

There are hungry kids in our community. That's not ok. Do Something...



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 she has not stopped since. Over the years, she has built up from running 5k's to half-marathons to marathons to her first 50K followed by the Grand Canyon Rim-2-Rim run. Her heart is in triathlon where she has been competitive since 2000 in both Texas and North Carolina.

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.

In 2008, she completed her first Ironman in Louisville and will again tackle the same course in 2010. Rebecca has also taken her love of triathlons and running to the next level by organizing The BASF Smile Train Triathlon that donated over \$83,000 for The Smile Train since 2008.

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