

**Sponsorship Opportunities  
for Riverview Charter School's**

4TH ANNUAL  
**BEAUFORT  
TWILIGHT RUN  
& OYSTER ROAST**  
MARCH 24TH  
2012

8K RUN  
5K RUN  
5K WALK  
+ OYSTERS



**BeaufortTwilightRun.com**

Dear Potential Sponsor,

Thank you so much for your consideration to sponsor the fourth annual *Beaufort Twilight Run & Oyster Roast*, benefitting Riverview Charter School. This fundraiser for Riverview will help raise the necessary funds for providing our teachers and students with the tools they need to excel in the classroom.

Our first three runs were a huge success. In 2011 it attracted over 1500 participants and spectators from all over South Carolina and Georgia. Runners raved over the course and overall management of the race, and everyone enjoyed the festive atmosphere of the evening. It is a great family event for promoting the health and well-being of the community.

As you may know, Riverview opened Fall 2009 as Beaufort County's first public charter school. The support from the people of Beaufort County and throughout the state for the school has been great, but because of our charter school status Riverview does not receive the same financial support that other public schools receive. Therefore, fundraising is an important part of the charter school culture.

Your sponsorship dollars will not only help Riverview, they will also expose your company to an audience that spans the Lowcountry. We'll strive to ensure that your experience with the Twilight Run is one that you'll want to continue year after year.

We appreciate your financial support in making this fundraiser a true success and an annual event for Beaufort.

Jody Hayward  
Beaufort Twilight Run & Oyster Roast  
Event Director

**2012 Beaufort Twilight Run &  
Oyster Roast  
Sponsorship Letter of Agreement**

Company name:

\_\_\_\_\_

agrees to provide a financial sponsorship for the Fourth Annual Beaufort Twilight Run on Saturday, March 24, 2012. As a sponsor, I understand that I will receive the sponsorship opportunities as described in this proposal. I further understand that these opportunities will not be valid until this agreement is signed and my check has been received by Riverview Charter School. As a sponsor, I agree to provide digital artwork for all promotional advertising.

Please check appropriate sponsorship:

- Presenting Sponsor: \$5000
- Event Sponsor: \$3500
- Gold Sponsor \$2500
- Silver Sponsor \$1000
- Bronze Sponsor \$500
- Friend of Riverview: \$250

In-Kind: please specify your in-kind donation in the space below:

\_\_\_\_\_  
Sponsor Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
City State Zip Code

\_\_\_\_\_  
Representative Name

\_\_\_\_\_  
Email

\_\_\_\_\_  
Contact Phone Numbers

\_\_\_\_\_  
Authorized Sponsor Signature

\_\_\_\_\_  
Date

Please mail this completed agreement with your check made payable to:  
**Riverview Charter School**  
**Attn: BTR**  
**302 Burroughs Avenue**  
**Beaufort, SC 29902**

A check payable to *Riverview Charter School* is attached

Other / Explain:

Official Use Only:

Date Rec'd: \_\_\_\_\_ By: \_\_\_\_\_ Class: \_\_\_\_\_

# Sponsorship Packages for the 2012 Beaufort Twilight Run & Oyster Roast

## Presenting Sponsor: \$5000

(1 available)

- Exclusive recognition in the race title (*Sponsor Name* Presents the 2012 Beaufort Twilight Run)
- Top billing on all advertising materials and emails
- Name in all press releases
- Logo on main race banner
- Presenting Sponsor banner above/on stage
- Name on front of race t-shirt
- Opportunity to have a promotional table during Friday's early packet pick-up
- Recognition in all media promotions
- Logo and/or name on: promotional emails, race website home page, advertising poster, race t-shirt
- Recognition on race-day by Master of Ceremonies
- Logo and/or name on race day group sponsor banner near stage and on race flyer
- Company promotional table at race
- Opportunity to display the company's banner in the festival area
- Opportunity to include company promotional materials in racer's bags
- Six complimentary race entries (includes race t-shirt) and Oyster Roast tickets

## Event Sponsor: 8K Run, 5K Run/Walk, or Oyster Roast: \$3500

(limited availability)

- Exclusive recognition as an event sponsor
- Logo on banner of the sponsored event
- Logo on event registration signage
- Opportunity to have a promotional table during Friday's early packet pick-up
- Logo and/or name on all advertising materials
- Recognition in media promotions
- Logo and/or name on: promotional emails, race website home page, advertising poster, race t-shirt
- Recognition on race-day by Master of Ceremonies
- Logo and/or name on race day group sponsor banner near stage and on race flyer
- Company promotional table at race
- Opportunity to display the company's banner in the festival area
- Opportunity to include company promotional materials in racer's bags
- Four complimentary race entries (includes race t-shirt) and Oyster Roast tickets

## Gold Sponsor: \$2500

- Logo and/or name on all advertising materials
- Recognition in media promotions
- Logo and/or name on: promotional emails, race website home page, advertising poster, race t-shirt
- Recognition on race-day by Master of Ceremonies
- Logo and/or name on race day group sponsor banner near stage and on race flyer
- Company promotional table at race
- Opportunity to display the company's banner in the festival area
- Opportunity to include company promotional materials in racer's bags
- Four complimentary race entries (includes race t-shirt) and Oyster Roast tickets

## Silver Sponsor: \$1000

- Logo and/or name on: promotional emails, race website home page, advertising poster, race t-shirt
- Recognition on race-day by Master of Ceremonies
- Logo and/or name on race day group sponsor banner near stage and on race flyer
- Company promotional table at race
- Opportunity to display the company's banner in the festival area
- Opportunity to include company promotional materials in racer's bags
- Two complimentary race entries (includes race t-shirt) and Oyster Roast tickets

## Bronze Sponsor: \$500

- Recognition on race-day by Master of Ceremonies
- Logo and/or name on race day group sponsor banner near stage and on race flyer
- Company promotional table at race
- Logo and/or name on race website sponsor page
- Sponsor name race t-shirt
- Recognition on race-day signage
- Opportunity to display the company's banner in the festival area
- Opportunity to include company promotional materials in racer's bags
- Four race t-shirts

## Friend of Riverview Sponsor: \$250

- Logo and/or name on race website sponsor page
- Sponsor name on race t-shirt
- Recognition on race-day signage and race flyer
- Opportunity to display the company's banner in the festival area
- Opportunity to include company promotional materials in racer's bags
- Two race t-shirts

**In-Kind Sponsorships:** all in-kind sponsors will have their name on the race t-shirt and have the opportunity to display their company banner in the festival area on race day. Opportunities include, but are not limited to: Post race nourishment (water, bananas, sports drinks, etc.), Medical Services, Banners, Printing, Medals, T-shirts, etc.

**Exclusive sponsorships are also available for the following:**

- **Kid's Fun Run**
- **Race-day water tables**
- **Race course directional signs**
- **Pre-race pasta dinner**

*Details available upon request*

**Thank you for supporting the Beaufort Twilight Run & Oyster Roast and Riverview Charter School**

For more information, contact  
Jody Hayward  
843-321-1567, or email  
beauforttwightruninfo@gmail.com  
www.BeaufortTwilightRun.com