



PO Box 7369  
Atlanta, GA 30357  
404-913-4234  
[www.hafi.org](http://www.hafi.org)

*"Bring positive male images and guidance to young males considered "at-risk" and in need of early intervention, and to boost academic performance, self-esteem, and goal oriented actions."*

August 1, 2017

Dear Valued Community Partner,

We would like to invite you to be a part of our **HAFI TAU 5K Run/Walk & Health Fair**; celebrating our commitment to community service and forging a legacy of health and wellness. The High Aspiration Foundation, Inc. ("HAFI") will hold the Third Annual **HAFI TAU 5K Run/Walk & Health Fair** on Saturday, November 11, 2017. Over 350+ race participants ranging in age from 5 to 95 and representing a diverse socioeconomic spectrum are expected. This event is an excellent opportunity to promote your business as a sponsor and add value to the event for our race participants!

HAFI is a 501(c)(3) charitable foundation established in 2003 to raise funds for scholarships for deserving high school seniors and undergraduate students who demonstrated high academic excellence in the metro Atlanta area. We tirelessly pursue grants and other monetary donations to that noble end as well as focusing our efforts on hunger/poverty reduction, environmental sustainability, youth mentoring programs, and health/wellness initiatives. Funds raised annually by the **HAFI TAU 5K Run/Walk & Health Fair** will serve as a major provider for scholarships. Since 2006, HAFI has awarded over \$150,000 in scholarships because of the continued support of community partners like you!

Please consider supporting this event by registering at [www.HAFI.org](http://www.HAFI.org) to participate as a single runner or as a team. There are also additional opportunities to market to race participants based on your interest. Please see the sponsorship package attached.

Thank you for your thoughtful consideration of this invitation to make a difference in the community that supports your business. If you have any questions or would like to confirm your participation, please contact us via email: [dr.mattsmith@yahoo.com](mailto:dr.mattsmith@yahoo.com) or [genetoodle@gmail.com](mailto:genetoodle@gmail.com). Our sponsorship committee looks forward to speaking with you soon!

Sincerely,

Gene Toodle, Chairman  
High Aspirations Foundation, Inc.

Matt Smith, PhD, Chair  
HAFI Health Initiatives

# SPONSORSHIP OPPORTUNITIES

## Royal Purple Sponsor - \$5,000.00 (Category Exclusivity)

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- Company acknowledgement in all press and media releases
- Premier logo placement on all event publications, signage, and t-shirts
- Mention in all public service announcements
- Recognition in all e-communications to race participants
- Company logo on Start/Finish line banner
- Placement of promotional materials in event goody bags
- Company logo with link on HAFI website
- Display table during event
- Sixteen (16) race registrations

## Old Gold Sprinter Sponsor - \$2,500.00

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- Company acknowledgement in all press and media releases
- Logo placement on all event publications, signage, t-shirts, and website with company link
- Placement of promotional materials in event goody bags
- Display table during event
- Banner display at event (Sponsor provided)
- Twelve (12) race registrations

## Pearl White Pace Sponsor - \$1,500.00

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- Company acknowledgement in all press and media releases
- Logo placement on all event publications, signage, t-shirts, and website with company link
- Placement of promotional materials in event goody bags
- Banner at event (sponsor provided)
- Display table during event
- Eight (8) race registrations

## Kelly Green Sponsor - \$1,000.00

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- Company acknowledgement in all press and media releases
- Logo placement on all event publications, signage, t-shirts, and website with company link
- Display table during event
- Four (4) race registrations

## HAFI Friendship Sponsor - \$500.00

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- Logo placement on all event publications, signage, t-shirts, and website with company link
- Display table during event
- Two (2) race registration

## Mile Marker Sponsor - \$ 250.00

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- Signage with company logo placed at the 1 or 2 mile marker

## Water Stop Sponsor - \$ 150.00

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- Signage with company logo placed at water stop

## **SPONSORSHIP REGISTRATION FORM**

**Royal Purple Presenting Sponsor \$5,000**

**Pearl White Pace Sponsor \$1,500**

**HAFI Friendship Sponsor \$500**

**Water Stop Sponsor \$150**

**Old Gold Sprinter Sponsor \$2,500**

**Kelly Green Sponsor \$1,000**

**Mile Marker Sponsor \$250**

**In-Kind Sponsor**

Name of Company \_\_\_\_\_

Address \_\_\_\_\_

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

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Telephone # \_\_\_\_\_

Fax # (\_\_\_\_\_) \_\_\_\_\_

E-mail Address \_\_\_\_\_ URL: \_\_\_\_\_

( ) Enclosed is our check for \_\_\_\_\_ package.

( ) We will not participate but please accept our donation in the amount of \$ \_\_\_\_\_

Apply my sponsorship fee to: \_\_\_ Visa \_\_\_ Master Card \_\_\_ AMEX \_\_\_ Discover

Credit Card # \_\_\_\_\_ Security Code \_\_\_\_\_

Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

We will provide the following as an in kind donation: \_\_\_\_\_

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**Enclosed is my check made payable to:**

**High Aspirations Foundation, Inc.**

**PO Box 7369**

**Atlanta, GA 30357**

**For additional information, please contact:**

**Devin White 404.664.3404 (dpwhite4@comcast.net)**

**Deadline for Sponsorship Opportunities is November 4, 2017**