



**LIGHT UP
THE CORNERS**

4 MILE
4 **RUN**
& **1K** TWILIGHT TROT

Light up a life! 

The central graphic is enclosed in a red rectangular border. It features the text "LIGHT UP THE CORNERS" in large, bold, black letters with a multi-colored outline (yellow, green, blue, red). Below this, "4 MILE" is written in green, with a large green "4" and "MILE" in a smaller font. Underneath, "4 RUN" is written in large, bold, black letters with a multi-colored outline, with a white silhouette of a runner inside the first "4". Below that, "& 1K TWILIGHT TROT" is written in red, with "1K" in a larger font. At the bottom, the phrase "Light up a life!" is written in a light blue, cursive font, followed by the logo for "the Y" which consists of the word "the" in a small, lowercase font and a large, stylized "Y" in red and orange.

August 12, 2017

BE A PART OF OUR TEAM!

- Light Up The Corners Glow Run & Twilight Trot is a much loved and highly anticipated annual community glow run and fundraiser. This event attracts the competitive racer, the occasional runner, students, young children, families, seniors, walkers, and hundreds of spectators and volunteers. The goal of the event is to showcase our beautiful city, promote a strong sense of community pride, encourage physical fitness for all ages, and raise funds for the **Why It Matters** campaign at the Fowler Family YMCA. All proceeds from this race stay within our community and allow the YMCA to provide much-needed assistance and support to at-risk children and families within our community. When you sponsor this event, you make a significant difference and lasting impact in the lives of those in our community who need it the most.

When, Where, Who, and Why

- **When:** August 12, 2017
- **Where:** All races will start and end at **The Forum on Peachtree Parkway**
- **Who:** 1,000+ runners, walkers, sponsors, spectators, and volunteers
- **Why:** Light Up The Corners, Inc. is a 501 (C3) nonprofit organization that is run completely by volunteers in our community for the sole purpose of raising money for charitable organizations within our community. This mission cannot be realized without the support and partnership of the local business community. Monetary and in-kind product or service donations serve as the backbone to this important fundraising event. By sponsoring this race, you invest in your community. Your tax-deductible contribution not only positively effects individual's lives, but also the health and well-being of our community. All proceeds stay within the Peachtree Corners community to help at-risk kids and struggling families participate in life-changing programs and services that help them to be successful in school and life.

Bronze Level Sponsor

(\$250.00)

- Logo and link on website: www.lightupthecorners.com
- Logo and link to website on race Facebook page
- Inclusion of promotional material in race bags
- Inclusion on 3'x6' banner to hang at race headquarters and start/finish area
- Inclusion on 5'x8' "Thank You" banner to hang at the YMCA for 1 month following race.

Silver Sponsor

(\$500)

- All of Bronze level benefits, PLUS:
- Name/logo on back of race T-shirt.
- Recognition on registration forms, promotional material, and print advertising*
- Shoutouts on Facebook, Instagram, Twitter, and throughout race night.

*Sponsorship recognition will be included on material printed once sponsorship commitment has been received.

Gold Sponsor (\$1,000)

- **All of Bronze and Silver level benefits, PLUS**
- 6 complimentary race entries and T-shirts
- Individual sign at race start/finish area.
- Large, prominent sponsor tab on www.runthecorners.com and all digital marketing sites

* Sponsorship recognition will be included on material printed after the sponsorship commitment has been received.

Platinum Sponsor (\$2,500)

ALL lower level sponsor benefits PLUS:

- Large logo on top back side of race T-shirt
- 10 complimentary race entries and t-shirts
- Large (3'x6') banner displayed with name/logo at start/finish area of race

SPONSOR SIGN-UP

SPONSOR NAME _____
CONTACT: _____
EMAIL: _____
WEB ADDRESS: _____
BUSINESS PHONE: _____ CELL: _____

Will you have marketing material to be placed in the race bag? _____

Do you plan to have a table at the Light Up The Forum Post Party? _____

Please email the completed form and your logo to Amy Massey: amassey@runthecorners.com

Please make check payable to: LIGHT UP THE CORNERS and mail to:

LIGHT UP THE CORNERS, PO BOX 922400, PEACHTREE CORNERS, GA 30010

100% OF CONTRIBUTIONS ARE TAX-DEDUCTIBLE TO THE FULLEST EXTENT ALLOWED BY LAW.

If you have any questions, please contact Amy Massey at 404-683-5593 or amassey@runthecorners.com