



Dear

One of the greatest threats to family cohesiveness and stability is the public health concern of domestic violence, which is also known as intimate partner violence. It is a serious problem that impact both Mecklenburg County, the State of North Carolina and the United States in a number of ways:

- *About 1 in 4 women (24.3%) and 1 in 7 men (13.8%) have experienced severe physical violence by an intimate partner at some point in their lifetime. (Source: National Intimate Partner and Sexual Violence Survey—2010 Summary Report Executive Summary)*
- *3 women are killed each day in the USA by their intimate partner (Source: Safe Alliance)*
- *More than 15 million children are exposed to domestic violence each year in the USA (Source: Safe Alliance)*
- *CMPD responded to more than 36,000 domestic violence related calls last year (Source: Safe Alliance)*

The Park CDC 5K to Eradicate Domestic Violence is one event whose mission is to highlight awareness of the problem of domestic violence in our community. Our organization is in the forefront of providing referrals, resources and counseling to those impacted by domestic violence. Working in partnership with organizations like Safe Alliance, our Counseling Center assesses and counsels women, men, children and families, giving them the support they need to seek refuge and to change their life circumstances.

Our goal is to raise money to promote awareness and provide prevention resource efforts that addresses radical changes at the individual, communal and societal levels by working with families and their children to prevent and halt Intimate Partner Violence and Domestic Violence before it starts and permeates the fabric of the family system.

We share the same goal as you, supporting the stand against Domestic Violence and the advocacy to eradicate behaviors that lead to unhealthy relationships and violence and promote healthy awareness and prevention and lead to lifestyle changes. We truly appreciate your contribution and all the support by you and your staff to help make this event a success. We look forward to growing our partnership with your company and for many years to come.

If this proposal meets your approval, please sign below and initial each page. This document will then serve as our Letter of Agreement. Please keep a copy for your records and return the original signed document.

Sincerely,

Name, Title, Company

Date

I have read this page in its entirety

Initials: _____

Presenting Sponsor: \$5,000 level

- Company name on the event as Contributing Sponsor.
- Exclusive (Category) of the event. As such, Company would be on site for event day participation for exhibit, demonstration, and samples, etc.
- Two Sponsor Activations. Ideas include:
 - Personalized Award – Presented by Company. Company can name and provide an award (or awards) at the event to a runner who exemplifies a competitive spirit and has overcome (something) to achieve their goals.
 - Donate giveaway gifts for the event. Items could include a gift basket or restaurant certificates.
- 6 complimentary entries into the event to pass along to employees. Employee engagement by forming teams to participate and raise money for each runner.
 - Online entry forms.
 - 500 t-shirts.
 - Stage banner at Finish Line (Company to provide).
 - Banner at the registration booth.
 - Company logo on banner thanking sponsors for their participation.
 - Company logo placed on event website.
 - Name mention by invited onsite media and potential other media mentions as negotiated by Event.
 - 8 complimentary entries into the event to pass along to employees.
 - Employee engagement by forming teams to participate and raise money for each runner.

Contributing Sponsor: \$3,000 level

- Company name on the event as Contributing Sponsor.
- One Sponsor Activation. Donate giveaway gifts for the event. Items could include a gift basket or restaurant certificates.
- Opportunity to place a promotional item in runner's goody bags.
- Company logo will be placed on:
 - Online entry forms.
 - 500 t-shirts.
 - Stage banner at Finish Line (Company to provide).
 - Banner at the registration booth.
 - Company logo on banner thanking sponsors for their participation (Provided by event).
 - Company logo placed on event website.
- Name mention by invited onsite media and potential other media mentions as negotiated by Event.
- 6 complimentary entries into the event to pass along to employees.
- Employee engagement by forming teams to participate and raise money for each runner.

Supporting Sponsor: \$2,000 level

- All benefits as Contributing Sponsor except Sponsor Activation and includes 4 complimentary event entries.

Children's Champion Sponsor: \$1,000 level and/or In-Kind Equivalent

- Company name on the event as Children's Champion Sponsor.
- Opportunity to place a promotional item in runner's goody bags.
- In-kind donation (water, energy bars, etc.) for the event.
- Company banner on station distributing in-kind donation.
- Employee engagement by forming teams to participate and raise money for each runner.