

Sponsorship Opportunities

Paducah Iron Mom

Co-Ed Half Marathon & Half Marathon Relay

Saturday, May 13, 2017

Proceeds benefit Family Service Society

paducahironmom.com

On behalf of the Family Service Society's staff and board of directors, we ask for your support for this year's Paducah Iron Mom Half Marathon and Relay. Iron Mom is our signature fundraising event and supports our programs and community efforts all year long.

In its seventh year, Iron Mom is a staple of this community. It was Paducah's first half marathon and continues to grow every year. Nearly 1,000 runners enter the half marathon each year, either individually or as a team. This year's race will take place on Saturday, May 13, 2017, starting in downtown Paducah. This race takes a true community effort to be successful - involving first responders, city government, tons of volunteers, and great sponsors, like you.

All proceeds from Iron Mom directly benefit Family Service Society. We are a crisis resource to people of Paducah and McCracken County. Services include assistance with food, clothing, utilities, medications, dental eyeglasses, household goods, personal hygiene items and Christmas food assistance. Established in 1927, Family Service Society is a 100% local organization that relies on funds and donations from this giving community.

We hope that you will consider sponsoring Iron Mom to some level this year. Included with this letter is the list of sponsorship levels. If you have any questions at all, please feel free to reach out to us.

Thank you for your consideration,

Heather V. Pierce
Director of Business Development

Nora Gipson
Race Director



Paducah Half Marathon

Presented By  **LOURDES**
Caring together. MERCYHEALTH



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Gold Level - Minimum Contribution \$3,000

- Select one of the following to be named in honor of your business:
 - Starting Line - you will be featured at the beginning of the race with the Starting Line named after your organization.
 - Finish Line - you will be featured at the end of the race with the Finish Line named after your organization.
 - Awards Sponsor - you will be highlighted at the awards ceremony after the event and have the awards stage named after your organization.
- Organization name and logo on promotional materials and race website.
- Organization name and logo prominently on the back of the racers' shirt.
- Opportunity to have a vendor booth and sell products at the vendor area on race day – this is open to all racers and spectators by the finish line
- Opportunity to promote your organization by staffing & displaying your business banners at a Water/Aid station.
- Four free race registrations to use at your discretion



Paducah Half Marathon

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Silver Level - Minimum Contribution \$1,000

- Organization name and logo on promotional materials and race website.
- Organization name and logo on the back of the racers' shirt.
- Opportunity to have a vendor booth and sell products at the vendor area on race day – this is open to all racers and spectators by the finish line
- Opportunity to promote your organization by staffing & displaying your business banners at a Water/Aid station.
- Four free race registrations to use at your discretion

Bronze Level - Minimum Contribution \$500

- Organization name on promotional materials and race website.
- Organization name on the back of racers' shirt.
- Opportunity to promote your organization by staffing & displaying your business banners at a Water/Aid station.
- Two free race registrations to use at your discretion

Course Sign Sponsor - Minimum Contribution \$250

- Organization name on race website.
- Your organization will be promoted via two signs along the race course
- The sign can feature your company logo, or you can name the sign in honor of your employees running in the race, to send out encouragement, or you could put something funny on it!

