



3rd Annual Stony Lake Sparkler 5k Sunday, July 2, 2017 *We Value Our Sponsors*

2016 Summary

- 664 registered runners in 5k and 1 Mile Fun Run
- Raised \$17,647 for Crystal Valley Care Fund
- Supported by 85 Sponsors
- Over 150+ volunteers and spectators on Race Day

Sponsor Recognition

- Stony Lake Newzletter – mailed to 300 families and available at Keehne's and Stony Lake Store
- Stony Lake Sparkler website
www.stonylakesparkler.com
- Race Flyer and Posters
- Race T-shirt
- Sponsor banner on race day
- Thank you ad in Oceana Herald Journal

2017 Plan and Goals

To provide a fun family activity as part of July Fourth celebrations for Stony Lake property owners and the local communities; to promote community involvement; and to raise money for Crystal Valley Care Fund.

Race Plan

- Course is scenic, easy to follow and easy for traffic control
- Race includes timed 5k run and 1 mile fun run/walk
- T-shirts for all runners/walkers and volunteers
- Post-race party with food, beverages and music

Prizes awarded

- Awards to Fun Run finishers
- Special awards to Overall winners
- 5k awards to overall, master, and grand master winners (Male/Female) and age group 1st, 2nd and 3rd place
- Largest family participation
- Best spirit costume

2017 Race proceeds will benefit

Crystal Valley Care Fund

- Stony Lake Property Owners Association will be Title Sponsor.
- Stony Lake Inn will host event.
- Sponsorship opportunities for local businesses through financial or in-kind donations. All sponsors will be recognized in print ads, at event and on T-shirt.





Stony Lake Sparkler 5k Sunday, July 2, 2017

We Value Our Sponsors

Sponsorship Levels

Proceeds to support the Crystal Valley Care Fund

Gold Level (\$500)

- Recognition at the event as a Major Race Sponsor
- Name or logo printed on race shirt
- Quarter page sized ad in Stony Lake Newsletter
- Logo or name on website and race flyer
- 2 complimentary race entries (including race shirts)
- Link to sponsor's website

Silver Level (\$250)

- Recognition at event as a Race Sponsor
- Name only on race shirt
- Business card size ad in Stony Lake Newsletter
- Logo or name on website and race flyer
- Link to sponsor's website

Bronze Level (\$100)

- Name only on race shirt
- Name on website and race flyer

All donations must be received by:

March 1, 2017

for inclusion in Newsletter

April 30, 2017

to be listed on race flyer and to have your organization's name on the shirt

Make checks payable to:

Stony Lake Property Owners Association

Mail to: Kathy Sullivan

8040 W. Churchill Dr.

New Era, MI 49446

For non-cash donations:

Please attach a list with the description of all items.

Artwork for sponsors' logos:

Please email logos to

stonylakekas@gmail.com

Sponsor/Organization name: _____

(AS YOU WANT IT TO APPEAR ON THE BACK OF THE SHIRT)

Sponsorship Level GOLD SILVER BRONZE

Contact Person _____

Address _____ City _____ Zip _____

Phone _____ Email _____

Signature _____ Date _____

**THANK YOU FOR SUPPORTING
THE CRYSTAL VALLEY CARE FUND
AND STONY LAKE PROPERTY OWNERS ASSOCIATION**