



4th Annual

# Stony Lake Sparkler 5k Sunday, July 1, 2018

*We Value Our Sponsors*

## 2017 Summary

- 867 registered runners in 5k and 1 Mile Fun Run
- Raised \$20,487 for Crystal Valley Care Fund
- Supported by 95 Sponsors
- Over 150 volunteers and spectators on Race Day

## Sponsor Recognition

- Stony Lake Newsletter – mailed to 300 families and available at Keehne's and Stony Lake Store
- Stony Lake Sparkler website  
[www.stonylakesparkler.com](http://www.stonylakesparkler.com)
- Race Flyer and Posters
- Race T-shirt (Silver and Above Sponsorships)
- Sponsor banner on race day
- Thank you ad in Oceana Herald Journal

## 2018 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

**2018 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.





# Stony Lake Sparkler 5k

## Sunday, July 1, 2018

*We Value Our Sponsors*

### Sponsorship Levels

Proceeds to support the Crystal Valley Care Fund

#### Platinum Level (\$1000)

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

#### 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 Newzletter
- 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 Newzletter
- Logo or name on website and race flyer
- Link to sponsor's website

#### Bronze Level (\$100)

- Name on website and race flyer

*All donations must be received by:*

**March 1, 2018**

for inclusion in Newzletter

**April 30, 2018**

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](mailto:stonylakekas@gmail.com)

Sponsor/Organization name: \_\_\_\_\_  
(AS YOU WANT IT TO APPEAR ON THE BACK OF THE SHIRT)

Sponsorship Level  PLATINUM  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'S SPARKLER 5K**