



# Stony Lake Sparkler 5k Sunday, July 5, 2020

## 2019 Summary

- 903 registered runners in 5k and 1 Mile Fun Run
- Raised \$21,724 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 Stony Lake Depot 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

## 2020 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

## 2020 Race net proceeds will benefit Crystal Valley Care Fund

- Stony Lake Property Owners Association is the Title Sponsor.
- Stony Lake Inn will host the event.
- Sponsorship opportunities for local businesses through financial or in-kind donations.





# Stony Lake Sparkler 5k

## We Value Our Sponsors

### Sponsorship Levels

Net 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 2,000 race flyers
- 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 2,000 race flyers
- 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 2,000 race flyers
- Link to sponsor's website

#### Bronze Level (\$100)

- Name on website and 2,000 race flyers

**All donations must be received by:**

**March 2, 2020**

for inclusion in Newzletter

**April 30, 2020**

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:** Sally Malnor

2360 Fulton Street East

Grand Rapids, MI 49503

**For non-cash donations:**

Please attach a list with the description of all items.

**Artwork for sponsors' logos:**

Please email logos (*pdf, vector or large jpg*) to

[malnorsb@gmail.com](mailto:malnorsb@gmail.com)

Sponsor/Organization name: \_\_\_\_\_

(SILVER, GOLD AND PLATINUM LEVELS: 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 \_\_\_\_\_

Social Media/Website \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**THANK YOU FOR SUPPORTING THE CRYSTAL VALLEY CARE FUND  
AND STONY LAKE PROPERTY OWNERS ASSOCIATION'S SPARKLER 5K**