



Stony Lake Sparkler 5k Sunday, July 3, 2022

2021 Summary

- Race postponed to 2022 due to Covid
- Through sponsorships, the Stony Lake community, and past runners, we raised \$9,330.83 for Crystal Valley Care Fund

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
- Race Flyer and Posters
- Race T-shirt (Silver and Above Sponsorships)
- Sponsor banner on race day
- Thank you ad in Oceana Herald Journal

2022 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

2022 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 Newsletter
- 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 Newsletter
- 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 Newsletter
- 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 15, 2022

for inclusion in Newsletter

April 30, 2022

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

stonylakekas@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

In the event of unforeseen cancellation, all net proceeds will be donated to CVCF.

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**