



October 2011

To Whom It May Concern:

The purpose of this letter is to provide you with an opportunity to be a part of the 16<sup>th</sup> Annual Wheel Run 5k and 10k challenge. This year's event will be held Saturday April 14<sup>th</sup>, 2012 on Grand Valley State University's beautiful Allendale campus.

This unique event is organized by the students from Grand Valley State University's Physical Therapy Program to benefit Alternatives in Motion. Alternatives in Motion is a Grand Rapids based non-profit 501 (C) ( 3) organization that provides wheelchairs to those without health insurance. This is an excellent opportunity for runners and wheelchair racers to come together in raising money for a worthy cause. For more information on Alternatives in Motion, please visit: [www.alternativesinmotion.org](http://www.alternativesinmotion.org).

In order to host a successful race, we need your help. Enclosed are several sponsorship packages to choose from. To become involved in this year's Wheel Run, please mail the enclosed forms to the address provided. You may also contact the 2012 race directors Katie Karl (616) 481-9277 or Jillian Mitchell (630) 205-5308 for more information or with any questions.

We appreciate your time and your contribution enabling us to help Alternative in Motion give the gift of mobility.

Sincerely,

Katie Karl and Jillian Mitchell  
Race Directors  
Doctorate of Physical Therapy Class of 2013  
16<sup>th</sup> Annual Wheel Run





## Sponsorship Selection Sheet:

Wheel Run, April 14<sup>th</sup>, 2012

\_\_\_\_ Platinum Package: \$500 or more

Amount: \_\_\_\_\_

\_\_\_\_ Gold Package: \$300-499

Amount: \_\_\_\_\_

\_\_\_\_ Silver Package: \$150-299

Amount: \_\_\_\_\_

\_\_\_\_ Bronze Package: \$150 or less

Amount: \_\_\_\_\_

\_\_\_\_ Contribution of Goods or Services

Donation: \_\_\_\_\_

\_\_\_\_ Management of a Booth

Description: \_\_\_\_\_

Please specify what you are donating: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Please return this sheet with your contribution by March 1<sup>st</sup>, 2012 to



Alternatives in Motion  
201 Matilda NE  
Grand Rapids, MI 49503

- Checks can be made out to Alternatives in Motion
- If you have any questions please contact please contact Katie Karl (616) 481-9277 or Jillian Mitchell (630) 205-5308, race directors.
- Logos and raffling correspondence can be emailed to [wheelrun@alternativesinmotion.org](mailto:wheelrun@alternativesinmotion.org)



The sponsorship packages available are listed below. Thank you for your generosity!

**Platinum Package:** Contribution of \$500 or more

- Logo displayed on all t-shirts and on online event webpage
- Signs provided by Platinum sponsors will be displayed on the race course
- Promotional flyers in racers' bags and opportunity to manage a booth
- Mentioned in all public service announcements and at awards ceremony

**Gold Package:** Contribution of \$300-499

- Logo displayed on all t-shirts and on online event webpage
- Promotional flyers in racers' bags and opportunity to manage a booth
- Mentioned in all public service announcements and at awards ceremony

**Silver Package:** Contribution of \$150-299

- Logo displayed on all t-shirts and on online event webpage
- Promotional flyers in racers' bags and opportunity to manage a booth
- Mentioned at awards ceremony

**Bronze Package:** Contribution of \$150 or less

- Logo displayed on online event webpage
- Promotional flyers in racers' bags and opportunity to manage a booth

**Contribution of Goods or Services:**

The raffle following the race draws a great amount of attention from participants, volunteers, and observers. Your company is welcome to donate a service or good to be raffled following the race at the awards ceremony! Your company name will be mentioned in the awards ceremony.

**Managing a Booth:**

This year we are also adding the option of hosting a booth in the gathering center where the race will start and finish. If you would like to personally interact with the runners and their families and hand out prizes or brochures please let us know! A minimum donation of \$50 is required.

To become a sponsor please complete our sponsorship form and mail the documents to:



Alternatives in Motion  
201 Matilda NE  
Grand Rapids, MI 49503

If interested in contributing to the raffle please email [wheelrun@alternativesinmotion.org](mailto:wheelrun@alternativesinmotion.org) or call Katie Karl at (616) 481-9277