

**“THE”
MANATEE HIGH SCHOOL**
Don Sauer, Principal

August 4, 2014

Dear Business Owner/Manager,

The Manatee High School Cross Country teams would like to invite you to be a part of the 22nd annual Canes Cross Country Classic race on Labor Day, September 1, 2014. The purpose of this race is to raise funds for the Manatee High School Cross Country teams and your support will help us to keep this family oriented Labor Day tradition alive. The Canes Classic provides an opportunity for local runners to showcase their talents on a Cross Country course against excellent competition. With your support we can continue to provide participants with one of the best 5K races in the area. This year, it is also a part of the Suncoast Striders Grand Prix Racing Series and the Bradenton Runners Club Racing Series.

Last year's Canes Classic was extremely successful with over 400 participants, volunteers, and spectators. Tradition and excellence are what keep our Cross Country teams going year after year. This year's team will work hard to be competitive and improve upon past accomplishments. We know this economy has affected everyone. As a result of school budgets being cut more and more each year, we now have to raise money to cover our own transportation to competitions, meet entry fees - all team expenses. With your help, we hope to represent our community well and have great success again this year.

We hope you will consider sponsoring southwest Florida's preeminent community event. We expect to attract well over 500 runners, walkers, volunteers, and spectators this year at our 22nd annual event. Your company's name will reach hundreds of adults, teenagers, parents, families, and fitness-minded individuals. Canes Classic shirts are the most frequently worn race shirts year after year so your message is always out there. The options for sponsorship are on the pages that follow.

We thank you in advance as your support at any level will help us continue a great tradition.

Sincerely,

Rae Ann

Rae Ann E. Darling Reed, MHS XC Coach & Race Director
(941) 586-9375, coach@runnergirl.com

Charlie

Charlie Kennedy, MHS XC Coach
(202) 246-4638, kennedy2c@manateeschools.net

Please complete and return the section below:

DEADLINE: August 21, 2014

Sponsorships confirmed by August 21, 2014 will be acknowledged as outlined. Contributions made after this date will only be recognized on race day and in any follow-up.

Choose Sponsorship Level:

- * \$3,000 (Category 5 - Presenting) *
- \$1,000 (Category 4)
- \$500 (Category 3)
- \$200 (Category 2)
- \$100 (Category 1)
- Door Prizes/Hospitality

* only one (1) available at this level

Company/Name: _____

Contact: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Web Site: _____

**Please make check payable to MANATEE HIGH SCHOOL XC and send to:
Rae Ann Darling Reed, Manatee High School XC, 902 33rd St Ct W, Bradenton, FL 34205**

902 33rd St. Ct. W. • Bradenton, Florida 34205 • (941) 714-7300 • Fax (941) 741-3443

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22nd Annual Canes Cross Country Classic
Manatee Hurricanes Sponsorship Opportunities

CATEGORY 5 - PRESENTING SPONSOR: \$3,000 (only one available at this level)

- **Company name as presenting sponsor of race (i.e., COMPANY NAME presents the Canes Classic) on:**
 - Official race T-shirts
 - CanesClassic.com with link to your business for one full year
 - All advertisements (magazine, Internet, and any other media) and entry form
- **May serve as race entry form pick up site**
- **Opportunity to provide materials (giveaways, coupons, etc.) for the 500 participant goody bags**
- **Public acknowledgement at the event, including space for your table/booth/banner at event**
- **Your banner displayed at the awards ceremony**

CATEGORY 4 SPONSOR: \$1,000

- Prominent placement of your logo on back of official race T-shirts
- Your logo on CanesClassic.com with link to your business (if applicable) for one full year
- May serve as race entry form pick up site
- Opportunity to provide materials (giveaways, coupons, etc.) for the 500 participant goody bags
- Public acknowledgement at the event, including space for your table/booth/banner at event
- Your banner displayed near the finish line area

CATEGORY 3 SPONSOR: \$500

- Your logo on back of official race T-shirts
- Your logo on CanesClassic.com with link to your business (if applicable) for one full year
- Opportunity to provide materials (giveaways, coupons, etc.) for the 500 participant goody bags
- Opportunity to have public acknowledgement at the event, including a small sign posted at either the water stop, a mile marker, or near finish

CATEGORY 2 SPONSOR: \$200

- Your name on back of official race T-shirts
- Your name on CanesClassic.com with link to your business (if applicable) for one full year
- Opportunity to provide materials (giveaways, coupons, etc.) for the 500 participant goody bags
- Opportunity to have public acknowledgement at the event

CATEGORY 1 SPONSOR: \$100

- Your name on back of official race T-shirts
- Opportunity to have public acknowledgement at the event

Sponsorship commitments received by August 21, 2014 will be acknowledged as outlined.
Contributions made after this date will only be recognized on race day and in any follow-up.
All donations are tax deductible.

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**22nd Annual Canes Cross Country Classic
Door Prize and Hospitality Sponsorship Opportunities**

DOOR PRIZES

- Door prizes are usually identified by gift certificate, letter, business card, coupon, merchandise, or whatever means of identification you choose to use
- Suggested door prize value: \$25 or higher per item
- **YOU WILL RECEIVE:**
 - Your name on CanesClassic.com for one full year
 - Opportunity to provide items (giveaways, coupons, etc.) for the 500 participant goody bags
 - Your contribution will be acknowledged at the event and very much appreciated by the participants who receive your contribution

If you are able to assist us this year, we would be happy to stop by your business and pick up the door prizes on or before August 29, 2014 or please feel free to mail it to:

Coach Rae Ann Darling Reed, Manatee High School XC, 902 33rd St Ct W, Bradenton, FL 34205

HOSPITALITY – FOOD AND BEVERAGE SPONSORSHIP

- Donations of food and beverages are very important and much appreciated for our participant hospitality area
- Food items such as bagels, breads, pastries, bananas, oranges, apples, or packaged foods like energy bars, granola bars, fig bars, pretzels, and cookies are easy for participants to “grab” after the run
- Pizza, smoothies, subs, sandwiches, pasta, salad, breakfast items, catered meals, etc. are loved by runners!
- Beverages such as water, juice, and sports drinks are very important to keep our participants hydrated
- **You could be the exclusive sponsor/supplier of your category**, example: pizza, water, sports drink, energy bars, etc. for our event. **Please contact Coach Rae Ann Darling Reed if you are interested in this exclusive type of higher level hospitality sponsorship.**
- **YOU WILL RECEIVE:**
 - Your name on CanesClassic.com for one full year
 - Opportunity to provide materials (giveaways, coupons, etc.) for the 500 participant goody bags
 - Your contribution will be acknowledged to all volunteers, participants, and spectators at the event and very much appreciated by the participants who receive your contribution
 - If you donate items valued at \$100 or higher, then you will receive many more benefits before, during, and after the event. Contact Coach Rae Ann for details.

**Sponsorship commitments received by August 29, 2014 will be acknowledged as outlined.
Contributions made after this date will only be recognized on race day and in any follow-up.
All donations are tax deductible.**