



Flying Pint 5K

Saturday, June 22nd, 2013

Southern Railway Terminal

306 Depot Avenue Knoxville, TN

Lat 35°58'10"N Long 83°55'12"W.

10:00 AM Start!

In cooperation with the Knoxville Track Club, Bearden Beer Market and the Knoxville Brewfest, the Flying Pint 5k will benefit the Eternal Valor Foundation. EVF's mission is to facilitate and assist in the creation and management of scholarships, charities and events in order to honor the memory of deceased veterans. The race is set to kickoff Knoxville's annual Craft Beer Week; a week concluding with the 3rd annual Knoxville Brewfest! Last year's 1st annual 5K had a turn-out of 500 participants. The race was a HUGE success, especially for a 1st time event, and this year our goal is to attract an even larger crowd to help honor fallen veterans.

THE ETERNAL VALOR FOUNDATION

The Eternal Valor Foundation is a 501 (c)(3) non-profit organization whose mission is to facilitate and assist in the creation and management of scholarships, charities and events in order to honor the memory of deceased veterans. Through the establishment of scholarships we ensure the timeless memory of our fallen comrades.

Sponsorships

We are hoping to raise a minimum of \$7,500 for this cause. If we lock in enough sponsors, we will be able to use the entire race entry fee of \$25 per runner as our donation to the Eternal Valor Foundation. There are four tiers of sponsorship available:

Key Sponsor - \$2000

- Company mention on radio advertisement
- Company logo and mention on newspaper advertising
- 15 race entries
- 15 BBQ lunches & beverages at Central Flats & Taps
- Prominent logo space on all advertisement & official race-shirt
- 5 Tickets to Knoxville Brewfest

Platinum Sponsor - \$1500

- Company logo and mention on print advertising
- 10 race entries
- 10 BBQ lunches & beverages at Central Flats & Taps
- Company logo and mention on newspaper advertising
- Logo on official race-shirt
- 3 Tickets to Knoxville Brewfest

Gold Sponsor - \$1000

- 8 race entries &
- 8 BBQ lunches at Central Flats & Taps
- Logo on official race-shirt
- 2 Tickets to Knoxville Brewfest

Silver Sponsor - \$750

- 6 race entries
- 6 BBQ lunches at Central Flats & Taps
- Logo on official race-shirt

Bronze Sponsor - \$500

- 4 race entries
- 4 BBQ lunches at Central Flats & Taps
- Logo on official race-shirt

Contributing Sponsor - \$250

- 2 race entries
- 2 BBQ lunches at Central Flats & Taps
- Logo on official race-shirt

In addition to logo placement on shirts sponsors also receive:

- Extensive exposure at the event
 - Specific mentions at the race and awards ceremonies.
 - Title Sponsor will banner the race
- Web & Social Media presence

- Event Flyer Presence
- 2 race entries

Business Name: _____ **Sponsorship Level:** _____

Approved by: _____ **Date:** _____

(Make all donation checks out to "The Eternal Valor Foundation" with "Flying Pint 5k" written on the memo line.)