



Dear Valued Prospective Sponsor:

The Gay Head 10K Committee invites you to renew your greatly appreciated sponsorship or become a new sponsor of the fourth annual Gay Head 10K road race, "Run for the Light". The race will be held on Sunday, October 2, 2016 at 11 AM, starting and ending at the Aquinnah Circle in the shadow of the Gay Head Light.

We have some exciting news to share for 2016. A number of elite runners from The Heartbreakers, the official USATF certified running club of Heartbreak Hill Running Company and South End Athletic Company will be competing in the Gay Head 10K this year (in preparation for the New York Marathon in November). Additionally we have elected to start the race at a later time this year in order to make it easier for off-island runners to participate.

The Gay Head 10K, certified by USA Track and Field, provides an opportunity for businesses and corporations to engage as sponsors on various levels as detailed in the attachment to this letter. The Town of Aquinnah needs your assistance with the restoration and maintenance of the island's oldest lighthouse.

The Gay Head 10K Committee and the Town of Aquinnah are very grateful for your considered support of this community event. With your help, the Gay Head Light will KEEP ON SHINING!

Thank you,

Beverly Wright
Co-Chair, Gay Head 10K
gayhead10k@gayheadlight.org
508-645-2018

Martha Vanderhoop
Co-Chair, Gay Head 10K
gayhead10k@gayheadlight.org
617-584-0761



4th ANNUAL GAY HEAD 10K FACT SHEET

- When:** Sunday, October 2, 2016, 11 AM
- Where:** Aquinnah Circle, Aquinnah, MA
- Organizers:** Gay Head 10K Committee
- Registration:** \$30.00 through runsignup.com
- Why:** To provide on-going restoration and maintenance for the Gay Head Lighthouse

Why a 10K Race?

- Many runners travel to participate in “*destination*” races around the world, from the London Marathon to Boston, New York City, and the Falmouth Road Race on Cape Cod. The Gay Head 10K attracts runners from as far away as Hawaii, California, New Mexico, Texas, Georgia and Florida.
- The Gay Head course is considered a challenging, scenic run by the runners and is the only 10K held on the island.
- The majority of runners are from the Vineyard.

Attendance Profile

- Wide range of participants, volunteers and attendees ranging in age from children to 70+

Feedback from Previous Races

- “It’s a well organized event, beautiful setting and really fun to participate.”
- “Everyone is friendly, I like that you have a gear drop, and it’s a good, challenging course.”
- “This was the most beautiful, fun race ever! Thank you so much for a great experience.”

Marketing and Advertising

- Martha’s Vineyard Times, Vineyard Gazette, Cape Cod Times
- Posters throughout island towns
- Facebook, Twitter and Instagram
- Email blasts to previous participants
- gayheadlight.org and various running websites



Sponsorship Levels

GOLD SPONSOR

- \$5,000
- Prominent display of Sponsor Banner on event day
- Prominent placement of logo and sponsor name on race shirt
- Prominent placement of logo and link on website
- Inclusion in race advertising
- Information table at race packet pick-up day
- 5 Social Media posts prior to race

SILVER SPONSOR

- \$1,000
- Company logo and sponsor name on race shirt
- Top level placement of logo and link on website
- Inclusion in race advertising
- Information table at race packet pick-up day
- 3 Social Media posts prior to race

BRONZE SPONSOR

- \$500
- Company logo on race shirt
- Listed as sponsor on website

CONTRIBUTING SPONSOR

- \$250 or in-kind of equal value
- Listed as sponsor on website

SPONSOR

- Any dollar amount or in-kind of equal value

Contact

Beverly Wright
Co-Chair, Gay Head 10K
gayhead10k@gayheadlight.org
508-645-2018



Contact Name

Company (please provide your logo exactly as you want it to appear on our website, any signage/advertising/shirts, etc.)

Address

Phone

Email

Web address

Sponsorship Level (please circle):

Gold

Silver

Bronze

Contributing

Sponsor

***PLEASE RETURN THIS FORM WITH A CHECK PAYABLE TO THE "TOWN OF AQUINNAH"
(GAY HEAD LIGHTHOUSE/10K IN MEMO LINE) BY AUGUST 1, 2016, TO:***

**Town of Aquinnah
Attn: Beverly Wright
65 State Road
Aquinnah, MA 02535**

Contributions to the Gay Head Lighthouse Fund maintained by the Town of Aquinnah for the purpose of on-going restoration of the Gay Head Lighthouse are tax deductible under Section 170 (c) (1) of the Internal Revenue Code for U.S. income tax purposes to the same extent as permitted by applicable law under Section 501 (c) (3) of said Code.