



The sixth annual “Run Your Socks Off” 5K run/walk will be held on May 14, 2022.

Over the last five years:

- Participation has increased with nearly 230 runners and walkers
- Almost \$100,000 has been raised for the Swallow School Vitality and Wellness Investment Plan and included new playground equipment, new classroom furniture, and furnishings for flexible learning spaces
- More than 40 local businesses supported the race through sponsorships or donations of food, water, and other services

The 2022 race will provide funds for new bleachers and a scoreboard in the Swallow School gymnasium. This will benefit our 4K-8th grade students, after school activities and community events!

Our health/sponsor fair is a highlight of the day and will be back this year as part of our Saturday morning post-race after party! Any sponsor or partner is invited to have a booth or display at the after party.

Thank you in advance for your support! Deadline date 4/8/22.

Shannon Bakalars
SEF President
262-510-8443
sbakalars@wi.rr.com



Run Your Socks Off Sponsorship Levels

Platinum - (tax deductible financial donation of \$5000 or more)

* Recognition with LARGE (approx. 4+ inches) business name/logo on Official Race Banner and participant race shirts, recognition in race packets, opportunity to place business card, coupon, or item in race bag. Banner is hung outside the school fence on CR K for one month. Four free registrations and race T-shirts included.

***NEW THIS YEAR:** only ONE Platinum Sponsor with the LARGEST DONATION will be marketed on EVERY finish line photo which is available to all race participants in order to share their experience on social media platforms and 5K race sites.

Lots of potential for marketing visibility!

Gold - (tax deductible financial donation of \$1000 - \$4999)

* Recognition with MEDIUM (approx. 2+ inches) business name/logo on Official Race Banner and participant race shirts, recognition in race packets, opportunity to place business card, coupon, or item in race bag. Banner is hung outside the school fence on CR K for one month. Two free registrations and race T-shirts included.

Silver - (tax deductible financial donation of \$750 - \$999)

*Recognition with business logo (approx. 1 inch) on participant race shirts, recognition in race packets and on finish line signage, opportunity to place business card, coupon, or item in race bag.

Bronze - (tax deductible financial donation of \$500 - \$749)

*Recognition with business name on participant race shirts, recognition in race packets and on finish line signage, opportunity to place business card, coupon, or item in race bag.

Race Course Sponsor - (tax deductible financial donation of \$300 - \$499)

*Recognition with business name on signage along race route/mile markers, recognition in race packets and on finish line signage, opportunity to place business card, coupon, or item in race bag.

Finish Line Sponsor - (tax deductible financial donation of \$150 - \$300)

*Recognition in race packets and on finish line signage, opportunity to place business card, coupon, or item in race bag.

Community Partner – (tax deductible financial donation less than \$150, donation of prizes, food, water, or auction items).

*Recognition in race packets and opportunity to place business card, coupon, or item in race bag.

Mailing address: Swallow School Education Foundation, Inc.
W299 N5614 County Road E, Hartland, WI 53029

Swallow Tax ID : 501 (c) (3) 26-3578788

Run Your Socks Off

Sponsorship Form

Name of Business: _____

Point of Contact: _____

Business Address: _____

Phone: _____ Email _____

Sponsorship Level: _____

Payment received: Y N

Logo PDF emailed to sefconnection@gmail.com Y N

Interested in contributing to the race bag: Y N

Item: _____

Interested in a table at the post-race health/sponsor fair: Y N

Details: _____

Would you like to purchase race t-shirts (\$10 ea - include # of shirts/size & payment)

PLATINUM AND GOLD SPONSORS:

Do you anticipate utilizing your free registrations? Y N

(an online registration must be completed to be officially registered)