



Paul Laurence Dunbar Band Parents Association, Inc.

P.O. Box 910068
Lexington, KY 40591

Hello,

The Paul Laurence Dunbar High School Band will be hosting its 1st Annual *Dunbar Dash: Run Your Brass Off* 5K Run which will be held November 19th at 9:00 AM. The location for the race is the beautiful Kentucky Horse Park. We are very excited about this new fundraiser as it gives us an opportunity to be involved with a great group of people in our Central Kentucky community. We are planning for 600 runners, joggers and walkers. We expect to achieve this number of participants by asking each band student to recruit at least three participants as well as contact with numerous other groups.

To help make this race successful we are asking for your help! There are 3 ways that you can participate with us.

1. Be a Race Sponsor:

The **\$550 Platinum Level** includes:

- Your company name and logo on
 - the back of the race shirt. Platinum level sponsorship logos will be displayed in a larger size than Gold level sponsorship logos.
 - a 3x6 color banner with the Dunbar Dash run logo to be displayed at the race and on the fence surrounding the football field and facing the main school parking lot. This fence is visible to all student bus riders, student drivers, and teachers each school day and is heavily used during all major events held at Dunbar High School.
- A 6x6 exhibition area in our Healthy Care Village for your company on the day of the race. We supply the exhibition area; you will supply all exhibition materials.
- Your company name and logo on our
 - PLD Band Website.
 - online race registration page.
 - promotional flyers and emails.
- Your company business card in each race packet.

The **\$400 Gold Level** includes:

- Your company logo on
 - the back of the race shirt. Gold level sponsorship logos will be displayed in a smaller size than Platinum level sponsorship logos.
 - a 2x5 black and white banner with the Dunbar Dash run logo to be displayed at the race and on the fence surrounding the football field and facing the main school parking lot. This fence is visible to all student bus riders, student drivers, and teachers each school day and is heavily used during all major events held at Dunbar High School.
- Your company name and logo on our
 - PLD Band Website.
 - online race registration page.
 - promotional flyers and emails.
- Your company business card in each race packet.

The **\$250 Silver Level** includes:

- Your company name on
 - the back of the race shirt.
 - the PLD Band Website.
 - the online race registration page.
 - our promotional flyers and emails.
- Your company business card in each race packet.

The **\$100 Bronze Level** includes:

- Your company name on
 - the PLD Band Website.
 - our online race registration page.
 - our promotional flyers and emails.
- Your company business card in each race packet.

2. Purchase a 6x6 exhibition area for race day:

Promote your company in an exhibition area! We offer a 6x6 foot area for \$25 that you can customize as you wish. This is perfect for those in the Healthcare Industry such as physicians, gyms, nutritional products, massage therapy, etc. or any business looking to gain extra exposure.

3. Make a Donation:

Any donation would be greatly appreciated. Suggested items: water, bananas, items for giveaway to participants (e.g. memberships, tickets to events, gift certificates, coupons or any other items you think our runners may enjoy). And of course, monetary donations of any amount are always appreciated!

Your sponsorship will help us provide our participants with a fantastic race and a morning of fun while also giving financial support to our student musicians so they can develop their love for music and performance! Please don't hesitate to contact us with any questions regarding sponsorship of the 1st Annual *Dunbar Dash: Run Your Brass Off* 5K run. Contact Kindra Warren at 859-420-2532 or pld.band.dunbardash@gmail.com with any questions. Platinum, Silver and Gold sponsorship registration need to be received by October 31, 2016. Exhibition areas are first come first served. Donations of items other than monetary should be received by November 9, 2016 and monetary donations will be accepted through race day.

Sincerely,
Kindra Warren, Committee Chair

The Paul Laurence Dunbar High School Band Biography

The Paul Laurence Dunbar High School Band is a complete band program emphasizing the musical development of each individual student to become an independent musician and life-long supporter of the Arts. The Dunbar Band consists of 200 students who participate in 3 concert bands, marching band, jazz ensemble, percussion ensemble, pep band and fall and winter color guard ensembles.

Many of the Dunbar Band students participate in music instruction from many central Kentucky Universities. Students have multiple opportunities for participation in other individual and ensemble performances including the Central Kentucky Youth Orchestra, the Central Kentucky Jazz Orchestra, KMEA District Honor Bands, KMEA Solo and Ensemble, KMEA All State Band and a variety of other university sponsored clinic experiences.

A two-time winner of the esteemed Sudler Shield, the 145 member Dunbar Marching Band has been a KMEA State Finalist or Champion since 1991, as well as a Bands of America Regional Champion on numerous occasions. The Dunbar Marching Band has also appeared in the Macy's Thanksgiving Day Parade in 2007 and 2014.

2017 Dunbar Dash Sponsorship Agreement

Sponsorship Level

Platinum (\$550)

Gold (\$400)

Silver (\$250)

Bronze (\$100)

Other Sponsorship options

Rent 6x6 exhibition area (\$25)

Donation (detail donation below – e.g. products given)

Digital Artwork – please send digital artwork to pld.band.dunbardash@gmail.com. You will receive confirmation that your artwork was received.

The PLD Band Parents Association and the undersigned agree to the following:

- The Sponsor shall receive the benefits set forth in the PLD Band Dunbar Dash sponsorship letter consistent with the level of sponsorship chosen above.
- The PLD Band Parents Association has permission to use Sponsor's logo for advertising purposes commensurate with company policies.
- The Sponsor's contribution is due upon signing.

Sponsor Information:

Company Name _____

Company Address _____

City _____ ST _____ Zip _____

Contact Name _____ Title _____

Phone _____ Email _____

Authorized Signature: _____ Date _____

Band Representative Name _____

Email _____

Please make check payable to: **PLD Band** with a memo line indicating Dunbar Dash

Mailing address: PO Box 910068

Lexington, KY 40591