



# Sunday Night Run 2010

## SPONSORSHIP OPPORTUNITIES



WWW.SUNDAYNIGHTRUN.COM ■ JUNE 13, 2010 ■ MARIAN UNIVERSITY, INDIANAPOLIS



*... On behalf of the unborn, disabled and elderly*

October 5, 2009

Greetings,

I'm writing to request your support for the "Sunday Night Run," a road race benefiting Right to Life of Indianapolis, held Sunday, June 13 at 6 p.m. at Marian University in Indianapolis.

By sponsoring the Sunday Night Run, you have the invaluable opportunity to reach out to runners, walkers, families and music fans who will gather together to enjoy a summer evening at Marian University's beautiful campus and scenic EcoLab. The 2010 event will feature a 5K and 1-mile fun walk, attracting an audience of all ages and experience levels.

We were extremely pleased with the success of the 2009 event, particularly registration numbers reaching 300 participants, media coverage, and a record-breaking donation for Right to Life. Don't miss out on the chance to become a part of this growing event!

Please review the enclosed materials, and feel free to contact me or the Sunday Night Run chairwoman, Becky Miller, if you have any questions.

We look forward to working with you, and hope you will take advantage of this unique opportunity to reach out to Indianapolis families and athletes.

Sincerely,

A handwritten signature in black ink that reads 'Marc Tuttle'.

Marc Tuttle  
President  
Right to Life of Indianapolis

#### CONTACT INFORMATION:

Marc Tuttle  
President, Right to Life of Indianapolis  
Phone: 317-582-1526  
E-mail: marc@rtlindy.org

Becky Miller  
Chairwoman, Sunday Night Run  
Phone: 574-780-5097  
E-mail: sundaynightrun@gmail.com



WWW.SUNDAYNIGHTRUN.COM ■ JUNE 13, 2010 ■ MARIAN UNIVERSITY, INDIANAPOLIS

# THE OPPORTUNITY

## ABOUT SUNDAY NIGHT RUN:

The Sunday Night Run is an annual event **benefiting the Right to Life of Indianapolis**. Formerly the Bike 'n Hike, the **fifth annual** Sunday Night Run now features a **5K race** and **1-mile fun walk**. The unique evening event brings runners and walkers through Marian University's **scenic** campus and EcoLab. In 2009, the Sunday Night Run attracted **more than 300 participants**, more than **double** the number in previous years. The Sunday Night Run is coordinated by volunteers for the Young Adult Committee of the Right to Life of Indianapolis. For more information, please visit [www.SundayNightRun.com](http://www.SundayNightRun.com).

## ABOUT RIGHT TO LIFE OF INDIANAPOLIS:

Right to Life of Indianapolis is a **non-profit organization** with a mission to promote respect for the dignity and worth of all human life, including the lives of the unborn, disabled and the elderly. The organization focuses efforts and funding primarily towards **educational outreach to teens and young adults**. Through various programs, the Right to Life of Indianapolis reaches **more than a half million people** every year with the pro-life message. The Right to Life of Indianapolis' area includes Marion County and the seven bordering counties. For more information, please visit [www.RTLindy.org](http://www.RTLindy.org).

## FACTS AND DEMOGRAPHICS:

According to a national runner survey\*, there was an estimated **8.9 million finishers** in U.S. road races in 2007, with **38.6 percent** of those finishers participating in **5K races**. When asked about factors affecting event participation, 48 percent of females and 43 percent of males surveyed preferred a **scenic course**. Thirty-three percent of females and 20 percent of males surveyed were more likely to participate in a race **benefiting an important cause**.

## SUNDAY NIGHT RUN 2009 DEMOGRAPHICS:

- 52 percent female participants
- 34 percent aged 40 or above
- 44 percent aged 19-39
- 22 percent aged 18 or under

\*Running USA's State of the Sport series, [RunningUSA.org](http://RunningUSA.org)



[WWW.SUNDAYNIGHTRUN.COM](http://WWW.SUNDAYNIGHTRUN.COM) ■ JUNE 13, 2010 ■ MARIAN UNIVERSITY, INDIANAPOLIS

# SPONSORSHIP LEVELS

## TITLE SPONSOR—\$1,000 LEVEL OF SUPPORT:

- Marketing rights as “Title” sponsor along side the Right to Life of Indianapolis
- One full-page ad in the Right to Life of Indianapolis’ “Celebrate Life” annual dinner program, an event drawing more than 1,000 guests
- Recognition in the Right to Life of Indianapolis’ newsletter, sent to more than 30,000 members
- Kiosk/tent space at the race start/finish
- Logo placement on front of race T-shirt
- Sponsor name and logo submitted with all media materials
- Opportunity to place promotional materials in race packet
- Recognition on the Sunday Night Run Web site
- Verbal sponsorship recognition during announcements on race day
- On-course signage
- Registration tent signage



## GOLD SPONSOR—\$500 LEVEL OF SUPPORT:

- Logo placement on race T-shirt
- Opportunity to place promotional materials in race packet
- Recognition on the Sunday Night Run Web site
- Verbal sponsorship recognition during announcements on race day
- On-course signage
- Registration tent signage



## SILVER SPONSOR—\$250 LEVEL OF SUPPORT:

- Logo placement on race T-shirt
- Opportunity to place promotional materials in race packet
- Recognition on the Sunday Night Run Web site
- Verbal sponsorship recognition during announcements on race day
- Registration tent signage



## BRONZE SPONSOR—\$100 LEVEL OF SUPPORT:

- Logo placement on race T-shirt
- Recognition on the Sunday Night Run Web site
- Verbal sponsorship recognition during announcements on race day
- Registration tent signage



## IN-KIND SPONSOR—PRODUCT OR SERVICE DONATION:

- Logo placement on race T-shirt
- Recognition on the Sunday Night Run Web site
- Verbal sponsorship recognition during announcements on race day
- Registration tent signage



# MAKE A COMMITMENT

## CHOOSE YOUR SPONSORSHIP LEVEL:

- TITLE (\$1000)
- GOLD (\$500)
- SILVER (\$250)
- BRONZE (\$100)
- IN-KIND (product or service donation)

## CHOOSE A PAYMENT OPTION:

- ONLINE  
Please visit [www.SundayNightRun.com](http://www.SundayNightRun.com) to make an online donation.
- PHONE  
Please call the Right to Life of Indianapolis during regular office hours (8 a.m.-4:30 p.m.). Credit card donations may be taken over the phone. A receipt from the donation will be e-mailed to you directly following the transaction. Be sure to specify the donation is for the Sunday Night Run. Phone: 317-582-1562
- CHECK  
Please make checks payable to "Right to Life of Indianapolis." Be sure to specify the donation is for the Sunday Night Run. Mail check to:  
Right to Life of Indianapolis  
1060 East 86th Street, Suite 61B  
Indianapolis, IN 46240

## QUESTIONS:

Feel free to contact the Right to Life of Indianapolis office with any questions or concerns regarding your donation.

Phone: 317-582-1562

E-mail: [life@RTLindy.org](mailto:life@RTLindy.org)

THANK YOU IN ADVANCE FOR YOUR SUPPORT!



[WWW.SUNDAYNIGHTRUN.COM](http://WWW.SUNDAYNIGHTRUN.COM) ■ JUNE 13, 2010 ■ MARIAN UNIVERSITY, INDIANAPOLIS