

## **2023 Sponsorship Packet**

## www.runforpie.com/sponsors

## What is Run For Pie?

Run for Pie is a 5K run/walk held in Lisbon, Iowa. In its ninth year, the 2023 race will be held September 16 at 9 am. A Kids' Fun Run will follow at 9:45 am.

Run For Pie is a primary fundraiser for the Haiti Committee of Eastern Iowa which supports the education of over 4,000 impoverished youngsters in the rural countryside of Belle Fontaine, Haiti. We provide needed school supplies, pay teacher salaries, and organize continuing teacher inservice training.

We empower villagers to ultimately meet their needs without outside help.

## Why Sponsor?

Your sponsorship will make a difference to us and the charitable work we support. It will also support local runners as they search for local events in which to participate with their families.

But perhaps even more importantly, your sponsorship will do a lot for you and your company. All sponsors may include promotional or informational materials in the race packet given to all event participants.

By sponsoring at the \$250 level, you will qualify to have your company's logo appear on the back of the race t-shirt—showing your support and promoting your brand throughout the year as runners proudly wear their shirts.

At the \$500 level, you are invited to set up a promotional booth on race day to hand out flyers, samples, or otherwise publicize your business.

Finally, with a donation of \$1000 or more, we will include your business in all media releases regarding the event, on our social media platforms, and in advertisements for the race.

All sponsors receive up to four complimentary race entries and t-shirts.



Run For Pie has always been a family-friendly event. Our participants come from the Cedar Rapids, Mt Vernon and Lisbon area and do business locally. They appreciate learning about nearby companies offering services or products they need and they are more likely to choose one that supports a cause they believe in.

One hundred percent of the proceeds raised through race registrations support education assistance in Haiti. To make that happen, we rely on local sponsors to help fund the event.

While we are grateful to accept sponsorships in any amount, we have developed four levels of sponsorship as shown below:

Includes	Bronze Level \$100 (or in-kind donations)	Silver Level \$250	Gold Level \$500	Diamond Level \$1000
Complimentary race entries and race t-shirts	0	1	2	4
Race packet inserts (sponsor provided)	<b>(</b>	<b>③</b>	<b>③</b>	<b>⊘</b>
Name on race t-shirt and logo on website		<b>(</b>	<b>(</b>	<b>⊗</b>
Space for a booth on race day			<b>③</b>	<b>⊘</b>
Logo on race t-shirt and website			<b>③</b>	<b>⊘</b>
Media recognition in local newspapers, social media, etc				<b>⊗</b>
Featured logo on printed advertising, race t-shirt, and website				<b>⊘</b>

Sponsorships must be in place by September 1 in order to be featured on the race t-shirt.

If you have questions about your sponsorship, the race, or other ways to get involved with the event or helping impoverished children in Haiti, contact Run For Pie Race Director Joe Mischka by emailing joe@mischka.com, or by calling 319-361-4688.

Mail checks to Run For Pie c/o Jeremy Lutz, bookkeeper All Saints Catholic Church 720 29th Street Cedar Rapids IA 52403

**Sponsorship Information** 

**Business Name:** 

Make checks payable to: All Saints Catholic Church memo: Run For Pie 5K

Date:

dress:	
Contact Person:	
Phone:	
-mail Address:	
RUNNERS FROM PAST RACES COME FROM 38% Cedar Rapids	the Run For Pie 5K at the following level:  \$1,000 Diamond Sponsor
18% Mount Vernon 9% Marion	\$500 Gold Sponsor
8% North Liberty 7% Lisbon	\$250 Silver Sponsor
5% Mechanicsville 3% Solon	\$100 Bronze Sponsor
2% Monticello	In-Kind Donation (description):
1% Clarence 1% Masonville	Total Amount Due:

All proceeds of the Run For Pie 5K will be directed to All Saints Catholic Church. For questions regarding your donation and its tax-deduction status, please contact your tax preparer. Once we receive your payment we will contact you with more details about the use of your logo, race packet inserts and race day expo (if applicable). Thank you for your support.



In addition to providing school supplies and helping pay teacher salaries, we also instruct teachers and other leaders to become themselves trainers to establish a sustainable model for development.





The top three finishers in each age division of each gender receive an apple pie award. That's over 50 homemade apple pies! The top female and male finishers receive a framed original Haitian painting.





Every finisher, regardless of placing, receives a homemade apple pie pop at the end of their run.

