

**EASTON AREA HERITAGE DAY [?] PO BOX 164 [?] EASTON, PA 18044
-0164**

a 501(c)3 organization

February 2017

Dear Friend of Easton Heritage Day:

On July 8, 1776, Easton was one of three places that the Declaration of Independence was read in the Great Square, establishing our nation and freeing ourselves from the King's rule. Today, where there used to be a courthouse, is now the Soldier's and Sailor's Monument in the Circle, and on top, a bugler, facing west, and standing tall.

That bugler is the focus of the 2nd Catch the Bugler 4-mile run/walk, a fundraising initiative for Easton Area Heritage Day festival. The race begins in Centre Square and will run down to the D&L Heritage Trail, run along the Delaware River and come back to Scott Park—all while chasing the Bugler. This year's race is 7 p.m. on July 7.

We want our runners to catch the bugler, so he can tell us how Easton has changed through the years! This year's Bugler is Alex Fitch of Bethlehem. He won last year's race with a time of 22:24. The race had 51 entries, with 47 finishers. The Finish Line party in Scott Park included DJ Brad F. Scott, who donated his time and talents, a free beer for all participants 21 or older, water, snacks and a wonderful view of the point where the Delaware and Lehigh Rivers meet.

Easton Heritage Day is asking if you would want to be a sponsor for the race. All sponsors will be visible at the Finish Line Party in Scott Park, listed on the website and are welcomed to include in any media/promotional materials.

As a local supporter in sports, health and wellness we believe you would be the perfect partner for this race. We hope to spread the message of wellness through the community and promote a great way to kick off Heritage Day weekend.

We hope that you will consider donating toward this race in hopes of keeping this a yearly tradition.

Sincerely,

Catch the Bugler Race Organizer
Lynn Ondrusek
Lynn.heritageday@gmail.com

Sponsorship Chair
Lori Catanzaro
Lori.heritageday@gmail.com

Catch the Bugler 4-Mile Run/Walk Sponsorship levels

Timing Sponsorship \$1,000

1. Reference to company event name as presented by your company name, exclusively
2. Prominent logo and/or company name on all promotions and publicity including, print ads, press releases, race applications, and your marketing materials in racer's packets, main T-shirt sponsor (front of shirt)
3. Hyperlink to your website from ours, logo on Heritage Day website and event page
4. Banner space and signage at start and finish lines

Supporting Sponsorship \$500

1. Named as a supporter sponsor of the event
2. Prominent logo and/or company name on all promotions and publicity including: press releases, race applications, your marketing materials in racer's packets, and secondary T-shirt sponsor (back of shirt)
3. Hyperlink to your website from ours, logo on Heritage Day website and event page
4. Banner space and signage at start and finish lines

Community Sponsorship \$100

1. Proportionate sized logo and/or company name on all promotions and publicity including: press releases, race applications, your marketing materials in racer's packets
2. Hyperlink to your website from ours, logo on event page of Heritage Day Website, snack table sponsor and secondary T-shirt sponsor (back of shirt)
3. Banner space and signage at finish line