



The Ryan Shaw Memorial 5K

Supporting the Ryan Shaw Foundation

2019 SPONSOR GUIDE

Dear Prospective Sponsor,

Join us as the Pi Kappa Alpha Fraternity's Boston Chapter hosts the third annual Ryan Shaw Memorial 5K run/walk along the Charles River in Boston in remembrance of our brother and friend Ryan Scott Shaw. Ryan passed away at the age of 18 on May 9th, 2016 shortly after being diagnosed with bacterial meningitis. Ryan attended St. John's Prep High School in Danvers, MA where he excelled academically, becoming an award-winning painter and successful entrepreneur. He had recently completed his freshman year at Northeastern University, where he was studying for a bachelor's degree in Finance. Ryan possessed the ability to get the most out of his peers through his unique charisma, sense of humor, and natural drive for success.

In 2017, The Ryan Shaw Memorial 5K raised over \$47,000 in charitable donations, sponsorships, and registration fees for Mustard Seed Communities, an international nonprofit organization in which Ryan was actively involved in during his life. The following year, The Ryan Shaw Memorial 5K raised over \$80,000 for the Ryan Shaw Foundation, a nonprofit foundation established by the Shaw Family to give back to the communities and organizations that had an impact in Ryan's life. For 2019, all proceeds from The Ryan Shaw Memorial 5K will support the Ryan Shaw Foundation, which will benefit in full the following three organizations: (1) Mustard Seed Communities, (2) The Haven Project, and (3) the Ryan Shaw '15 Entrepreneurial Education Program at St. John's Prep. Please visit our website to learn more about Ryan's personal connection to each of these organizations.

Your sponsorship helps to defray the cost of organizing the event. Donated funds and/or in-kind contributions received from sponsors are used to help cover various costs including a race timing system, t-shirts for race participants, race day equipment, promotional banners, awards for top finishers, and general facility costs. Remaining proceeds from sponsor contributions directly support the Ryan Shaw Foundation. We have been incredibly lucky to work with the Shaw family in organizing this event. This year, they have been generous enough to pledge a match donation for each sponsorship commitment in the hope of surpassing last year's proceeds. For example, a \$5,000 commitment from a sponsor will amount to a \$10,000 sponsorship with the Shaw's matching gift.

We thank you in advance for your consideration in becoming a sponsor of the 2019 Ryan Shaw Memorial 5K. Attached you will find additional details regarding sponsorship levels and the contribution process, which may be submitted by mail or email to the address below.

Sincerely,

The Pi Kappa Alpha Fraternity, Kappa Delta Chapter
PO Box 230648, Boston, MA 02123
RyanShaw5k.org
RyanShaw5k@gmail.com



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*****IMPORTANT NOTE: All sponsor commitments will be matched by the Shaw Family i.e. a \$5,000 commitment from you + Shaw Family match = \$10,000 Platinum Sponsorship*****

SPONSORSHIP LEVELS

DIAMOND LEVEL - \$25,000 or above (*Max 1 Available*)

- Priority Sponsor of the 2019 Ryan Shaw Memorial 5K
- Named sponsor for event: "Presented by *Company Name*"
- Opportunity to use tent/field space to distribute promotional items; preferred placement near finish line; company brochure/pamphlet supplied at registration table
- Company name/logo included on the following promotional materials:
 - Back of participant t-shirt (first priority placement)
 - Event website
 - Event banner on race day
 - Start/Finish banner on race day
 - All runner bibs
- Link to company website included on event website
- Unlimited registrations included for employees

PLATINUM LEVEL - \$10,000 or above

- Official Sponsor of the 2019 Ryan Shaw Memorial 5K
 - Opportunity to use tent/field space to distribute promotional items; preferred placement near finish line; company brochure/pamphlet supplied at registration table
 - Company name/logo included on the following promotional materials:
 - Back of participant t-shirt (second priority placement)
 - Event website
 - Event banner on race day
 - Start/Finish banner on race day
 - Link to company website included on event website
 - Unlimited registrations included for employees
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GOLD LEVEL - \$3,000 or above

- Official Sponsor of the 2019 Ryan Shaw Memorial 5K
- Opportunity to use tent/field space to distribute promotional items
- Company brochure/pamphlet supplied at registration table
- Company name/logo included on the following promotional materials:
 - Back of participant t-shirt (third priority placement)
 - Event website
 - Event banner on race day
 - Start/Finish banner on race day
- Link to company website included on event website
- Ten (10) included runner registrations

SILVER LEVEL - \$1,000 or above

- Official Sponsor of the 2019 Ryan Shaw Memorial 5K
- Opportunity to use tent/field space to distribute promotional items
- Company name/logo included on the following promotional materials:
 - Back of participant t-shirt (fourth priority placement)
 - Event website
 - Event banner on race day
- Link to company website included on event website
- Three (3) included runner registrations

BRONZE LEVEL - \$500 or above

- Official Sponsor of the 2019 Ryan Shaw Memorial 5K
 - Opportunity to use tent/field space to distribute promotional items
 - Company name/logo included on the following promotional materials:
 - Back of participant t-shirt (fifth priority placement)
 - Event website
 - Event banner on race day
 - Two (2) included runner registration
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GARNET LEVEL - \$250 or above

- Official Sponsor of the 2019 Ryan Shaw Memorial 5K
- Opportunity to use tent/field space to distribute promotional items
- Company name/logo included on the following promotional materials:
 - Event website
 - Back of participant t-shirt
 - Event banner on race day
- One (1) included runner registration

VALUE-IN-KIND SPONSOR

Food, Beverage, Apparel, Facilities, or Giveaways

- Official Sponsor of the 2019 Ryan Shaw Memorial 5K
- Opportunity to use tent/field space to distribute promotional items
- Company name/logo included on the following promotional materials:
 - Event website
 - Back of participant t-shirt
 - Event banner on race day
- One (1) included runner registration



The Ryan Shaw Memorial 5K
Supporting the Ryan Shaw Foundation
April 20th, 2019
Sponsorship Form

Sponsorship Listing: _____
(Company/Family Name as it should appear in promotional materials)

Contact Name: _____ Phone: _____

Email: _____ Website: _____

Sponsorship Amount: ☐ \$25,000 – Diamond*
☐ \$10,000 – Platinum
☐ \$3,000 – Gold
☐ \$1,000 – Silver
☐ \$500 – Bronze
☐ \$250 – Garnet

Payment Method: ☐ Cash
☐ Check**
☐ Credit Card

**Preferred method of check if possible

*****IMPORTANT NOTE:** All sponsor commitments will be matched by Shaw Family i.e. \$5,000 commitment from you + Shaw Family Match = \$10,000 Platinum Sponsorship***

*Limit of one (1) Diamond Sponsors for the event

(Optional) Referred By: _____

Credit Card Number: _____

Credit Card Type (Visa, etc.): _____ Expiration Date: _____ CVV: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Signature: _____ Date: _____

By signing above, I authorize The Ryan Shaw Foundation to charge my credit card in the amount selected.

Do you wish to receive a tax-exempt receipt for your records (Yes/No): _____

Please mail checks payable to "The Ryan Shaw Foundation" along with this form to:
Pi Kappa Alpha, PO Box 230648, Boston, MA 02123

The Ryan Shaw Foundation is a 501(c)(3) nonprofit organization – Federal Tax ID#: 82-6303202

Thank you for your support of The Ryan Shaw Memorial 5K, supporting the Ryan Shaw Foundation.
Every contribution makes a difference! Please visit RyanShaw5k.org to learn more.

Please email a high-resolution company logo to RyanShaw5k@gmail.com by April 1st, 2019 to be included in all marketing and promotional materials.

Complimentary Registrations (if applicable): Please provide the names and emails of those who will be using your sponsorship registration spots so that we can send them registration information.

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____