



The Ryan Shaw Memorial 5K
Supporting the Ryan Shaw Foundation
April 18th, 2020
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

*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 March 30th, 2020 to be included in all marketing and promotional materials.

Complimentary Registrations (if applicable): If your sponsorship includes complimentary race registrations, a code will be sent to the contact email you listed above. This code can be entered on the registration page to redeem the amount of free registrations that correspond with your sponsorship level. Please feel free to reach out to RyanShaw5K@gmail.com with any questions.



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2020 SPONSOR GUIDE

Dear Prospective Sponsor,

Join us as the Pi Kappa Alpha Fraternity's Boston Chapter hosts the fourth 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.

Over the past three years, the Ryan Shaw Memorial 5K has received tremendous support from its sponsors, participants, donors, and vendors. Through their generous contributions, the Ryan Shaw Memorial 5K has raised over \$290,000 to date, supporting organizations in which Ryan was actively involved in during his life.

For 2020, 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.

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. If you have any questions regarding the use of sponsorship funds, please feel free to send us an email at the address below – a race director will happily answer any questions you might have.

We thank you in advance for your consideration in becoming a sponsor of the 2020 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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SPONSORSHIP LEVELS

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

- Priority Sponsor of the 2020 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 complimentary registrations included

PLATINUM LEVEL - \$10,000 or above

- Official Sponsor of the 2020 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 complimentary registrations included

GOLD LEVEL - \$3,000 or above

- Official Sponsor of the 2020 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) complimentary registrations included



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SILVER LEVEL - \$1,000 or above

- Official Sponsor of the 2020 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) complimentary registrations included

BRONZE LEVEL - \$500 or above

- Official Sponsor of the 2020 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) complimentary registrations included

GARNET LEVEL - \$250 or above

- Official Sponsor of the 2020 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) complimentary registration included

VALUE-IN-KIND SPONSOR

Food, Beverage, Apparel, Facilities, or Giveaways

- Official Sponsor of the 2020 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) complimentary registration included