

Dear Sir or Madam,

The annual Keweenaw Color Run will be held on Saturday, October 7th, and will start and end at the Houghton Waterfront Pier. For 2023, we have partnered with the City of Houghton, with the Keweenaw Color Run serving as the kick-off to the City's second annual Houghton Fall Fest!

Organizing this event comes with a lot of costs. With your sponsorship, KYP will be aiming to provide:

- Purchase t-shirts for volunteers
- Additional Color Stations based on event feedback from last year
- Power washing Color Stations during post event clean up
- TerraCycle Zero Waste Recycling System for post-event trash
- Low registration fees

There are four levels of sponsorship for the Keweenaw Color Run. Including a Color Stations Partner level for companies that would like to be more involved and compete for the title of "Best Color Station". Based on feedback from participants, everyone wants more Color Stations and can vividly remember their favorite stations during the runs. This is a chance to have your company remembered by the community in a fun and interesting way!

The Color Station Partnership allows a company to own a Color Station, which includes the following:

- Choosing the best color(s) to represent their companies (color provided by KYP)
- Decorating the Color Station with company logos or other company materials
- Volunteers from your organization will get to operate the color station.
- Anything else that your company would like to provide to make your Color Station stand out as the winner! This could include music, food, drinks, etc

KYP will work closely with Color Station Partners to make sure they have everything they need to set up their station.

There are many other benefits for every sponsorship level. The next page lays out the four levels of sponsorship. We hope to work with you to make this event even better than last year!

Thank you for helping to make the Keweenaw Color Run a huge success,

Frank Blackman
President -- Keweenaw Young Professionals

Color Station Partner – \$500, limited spots

- Listed as a Color Station sponsor on website with logo and link
- Promotional materials in race packet
- Announcement at the start of the race and after the race
- 2 posts on KYP social media before the event (+1000 follower outreach)
- 1 post on KYP social media after the event
- 4 complimentary race entries
- If the winner of the Color Station challenge, additional posts at next year's color run

Major Sponsor -- \$250 - \$499

- Listed as sponsor on website with link
- Promotional materials in race packet
- Special PA Announcement mentioning sponsor name before and after the race
- 2 complimentary race entries

Sponsor -- \$100 - \$249

- Listed as sponsor on website with link
- Promotional materials in race packet

Supporter -- \$50

- Listed as sponsor on website
- Promotional materials in race packet

Thank you so much for your consideration in sponsoring the 2023 Keweenaw Color Run. Please contact Frank Blackman, this year's Keweenaw Color Run Sponsorship Lead, at hello@keweenawyp.com or 616-498-9814 to learn more about next steps for sponsoring the Keweenaw Color Run!

Sponsorship checks can be made out to: Keweenaw Young Professionals and given to a Keweenaw Young Professionals Board Member or mailed to 425 Isle Royale Street, Laurium, MI 49913