

Have you ever wanted to be a superhero? (Come on now, be honest.)

Now's your chance – and you don't even have to know how to fly!

We invite you to become a sponsor of the third annual **"Be a Superhero - Run for a Reason"** 5k benefitting children and adults with intellectual and developmental disabilities. The race is scheduled for Sunday, September 19, 2010 at 8:30 AM, which will also include a 1 mile Fun Run/Walk/Wheel.

Our organization, The Arc of the Central Chesapeake Region, is a non-profit that strongly believes in the strengths, abilities and inherent value of individuals with developmental disabilities. Our mission is to maximize the opportunities of those with developmental disabilities and to minimize the challenges and obstacles in their lives, and the lives of their family members.

*This year, we are partnering with **The Bowen Foundation for Autism**, a nonprofit that raises awareness and funds for the prevention, treatment, education and research efforts related to conditions along the autism spectrum and to improve the lives of individuals with these conditions, primarily here in Maryland.*

Businesses like yours can make this a successful event for thousands of families within your community. Your business's name will be seen by hundreds of people on race day; on the brochure, the t-shirt, in pre-race publicity and on race-day displays. In addition, your business will be featured at our post-race party!

All of the sponsorship levels are listed on the back of this letter. Sponsorships allow 100% of the proceeds of the Run to go directly to the children and adults we serve. That means The Arc will be able to provide food, shelter, medication and other vital necessities to those with developmental disabilities. For more information on The Arc of the Central Chesapeake Region, visit us at www.thearcccr.org. For more information on The Bowen Foundation, please visit them at www.bowenfoundation.org.

We thank you in advance for your consideration. Please feel free to contact either one of us at the numbers or emails below.

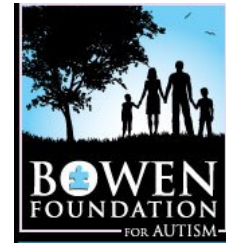
Cheers,

Glenn Carr
Run for a Reason Chair
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410-269-1237

Kristen P. Lasker
Director of Development and Marketing
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410.990.1904



Be a Superhero Run for a Reason!



Principal Sponsor, \$2,000

- Your organization's name will appear on the banner in front of both the Annapolis and Glen Burnie offices for two weeks preceding the race with exposure to thousands of commuters daily
- Your logo will appear on the brochure and in the Race Packet (exposure to over 7,000)
- Your logo will also appear on the t-shirts distributed to runners and volunteers
- 5 complementary registrations

Start/Finish Line Sponsor, \$1,500

- Banners with your organization's name will be at the Start and Finish lines
- Your logo will appear in the brochure and Race Packet
- Your logo will appear on the t-shirts distributed to runners and volunteers
- 2 complementary registrations

T-Shirt Sponsor, \$1,200

- Your logo will appear on all t-shirts and will be the largest one on the shirt
- Your logo will appear in the brochure and Race Packet
- 2 complementary registrations

Award Sponsor, \$1,000

- Your organization's name will appear on all award certificates and your award sponsorship will be highlighted at the awards ceremony
- Your logo will appear in the brochure and Race Packet
- Your logo will appear on all t-shirts
- 2 complementary registrations

Donors, \$500

- Your logo/name will appear on the race brochure
- Your logo/name will appear on all race t-shirts
- 1 complementary registration

Friends of The Arc, \$250

- Your logo/name will appear on all race t-shirts
- 1 complementary registration

Superhero Sponsors, \$100

- Your name will appear in the brochure and Race Packet
- Your name will appear on all t-shirts

In-kind sponsors

- Your name will appear in the brochure and Race Packet

All sponsors of the race may send us promotional materials to place on registration tables, set up a table at the post-race event, will be listed on all posters, and will be acknowledged during race announcements at post-race.