



Sponsor the World's Largest Three-Legged Race!

This fun, family-friendly event will encourage personal and community responsibility for ending sexual violence. Participants of all ages will pair up to step out together against assault, abuse, stalking, and harassment.

If 500 pairs participate, we will break the world record for the most pairs in a three-legged race!

Date: April 14, 2012

Location: Downtown Charlottesville

Schedule: 10am Festivities begin

11am Participants in the Three-for-All step together down the Mall

Why: To raise funds for the programs of the Sexual Assault Resource Agency (SARA)

2011 MEDIA EXPOSURE

Number of Newsletters Sent with Event on Cover: 2,000

Number of Personal Invitations Sent: 150

Number of Email Blast Recipients: 1,100 (sent twice)

Number of Handbills Distributed: 4,000

Number of Posters: 100

Number of Attendees: 75

Number of Local News Stories:

TV: 4 (NBC 29 (2), Fox27, CBS19)

Print: 1

Number of Print Ads: 1 in Cville Weekly

Radio Interviews: 3 (Jane Foy, Rob Shilling , Robyn Kells)



QUOTES FROM PARTICIPANTS:

“Thanks for putting this on. For the first year it was FANTASTIC!”

“We had a nice time and folks were helpful and friendly.”

“It is important to send message that these issues affect our entire community and they need to be supported by us all.”

“This was such a fun (and different) event! We plan on participating again next year.”



BUDGET

Event Budget: \$3,000 plus \$500 in donated goods and services

Projected Revenue: \$10,000



SPONSORSHIP OPPORTUNITIES

\$500 Signature Sponsor Level:

- Exclusive signage and promotional materials at the race
- Registration for a full pair team of racers
- Logo on event t-shirts given to all participants (goal is 250 participants)
- Logo on event promotional handbills and related advertising
- Listing on online event page and acknowledgment in our next newsletter

\$250 Level:

- Registration for two pairs of racers
- Logo on event t-shirts given to all participants (goal is 250 participants)
- Logo on event promotional handbills and related advertising
- Listing on online event page and acknowledgment in our next newsletter



\$100 Sponsor Level:

- Registration for one pair of racers
- Listing on promotional handbills
- Acknowledgment in next SARA newsletter

In-Kind Donations Sought:

- Breakfast items for participants
- Advertising space
- Prizes for Most Funds Raised, Biggest Team, and Most Spirit

Sponsorship Form

Three-for-All: The World's Largest Three-legged Race

To become a sponsor, please call 434-295-7273, ext. 20 to speak to Margaret Mikkelsen, or return the following form to us at 434-220-4791 (FAX) or P.O. Box 1565, Charlottesville, VA 22902. Sponsorship payments may also be made through our website at www.saracville.org. Customized sponsorships are available; please contact Margaret for details.

~~\$500 Signature Sponsor Level~~ No longer available; held by Virginia National Bank

\$250 Level

\$100 Level

Name/ Company _____

Use same name for Sponsorship Acknowledgment

Please acknowledge as _____

Mailing Address: _____

City/State/Zipcode: _____

Phone: _____ Fax: _____

Email: _____

Check made to :SARA, P.O. Box 1565, Charlottesville, VA 22902

Online credit card payment was made on ___/___/___

Credit card information provided below. Please charge my card.

Name on Credit Card: _____

Billing Address: _____

Card Type and Number: _____ Exp Date: _____

CSC Code: _____

To pay by credit card on-line go to: <http://www.saracville.org> and click Donate. Please put "sponsorship" in the comments box.