



at SOUTHWESTERN

The 10th Annual Jameson 5K at Southwestern will be held on November 6, 2010, on the campus of Southwestern University in Georgetown, Texas, and will include a 5K Run/Walk and one-mile Campus Mosey. The 5K is an organized race and the Campus Mosey is an alternative one-mile event for individuals who would enjoy a walk through the campus. Community-minded sponsors are being sought for this event.

Proceeds from this event benefit the Jaysn Jameson Memorial Scholarship Fund at Southwestern University. Family members and friends started this scholarship in 1991 after Jaysn died in a scuba diving accident. Jaysn graduated from Southwestern University in 1990 with a Bachelor of Science degree in Chemistry. Jaysn was a vivacious, lovable person who was always sincere and made everyone feel comfortable around him. He had a knack for making people laugh and always garnered their respect and their affection. Jaysn was an avid runner, which is why a 5K Run to raise money for his memorial scholarship is especially appropriate.

The Jaysn Jameson Memorial Scholarship was awarded to a student for the first time in 2000. The criteria to receive this scholarship are that the student must be a science major and demonstrate need for the financial assistance.

Sponsorship of the event presents a terrific opportunity for community-minded businesses. Sponsors will be recognized with their company name/logo on the Event's web page (www.Jameson5K.org) and in runners' packets. Additional sponsor recognition, including company name/logo on the Event t-shirts, is available at the Platinum, Gold, Silver and Bronze sponsor levels as explained in this packet. Deadline for sponsorship is October 8, 2010. Event planners gratefully accept donations for awards and door prizes.

Jameson 5K Historical Statistics (2001-2009):

- Over 345 registrants in 2009
- Almost \$49,250 has been donated to the Jaysn Jameson Memorial Scholarship Fund from the Jameson 5K entry fees and donations
- 80% of 2009 registrants live in Georgetown and surrounding areas
- Over 1500 brochures/posters/flyers were distributed with sponsors' names listed (in 2009 alone)

Five levels of sponsorship are available:

PLATINUM Sponsor - \$2500

- Large prominent lettering on top of back of t-shirt*
- Banner or merchandise prominently displayed at Event (provided by sponsor)
- Prominent recognition on all Event advertisements (including posters, brochures, web page (www.Jameson5K.org), etc.)
- Ten free race registrations

GOLD Sponsor - \$1000

- Large lettering on back of t-shirt*
- Banner displayed prominently at event (provided by sponsor)
- Major recognition on Event's web page (www.Jameson5K.org)
- Major recognition in runners' registration packets
- Five free race registrations

SILVER Sponsor - \$500 (or cash equivalent)

- Medium lettering on back of t-shirt*
- Special recognition in runners' registration packets
- Special recognition on Event's web page (www.Jameson5K.org)
- Three free race registrations

BRONZE Sponsor - \$250 (or cash equivalent)

- Recognition on back of t-shirt*
- Recognition in runners' registration packets
- Recognition on Event's web page (www.Jameson5K.org)
- Two free race registrations

SUPPORTING Sponsor - <\$250 (or cash equivalent)

- Name/logo in runners' registration packets
- Recognition on Event's web page (www.Jameson5K.org)
(for sponsors of \$50 and above)

All Sponsors

- Name/logo in runners' registration packets
- Opportunity to advertise in runners' registration packets
- Opportunity to distribute business coupons in packet

In-kind Donations

If your company would like to make a donation of a product or services, please contact Kenda Evans at (713) 408-8317 or (713) 728-0779 or via email at Kenda@alumni.southwestern.edu. You/your company will receive recognition in the runners' registration packets. Event planners gratefully accept any merchandise or gift certificates that can be given as door prizes.

Deadline for sponsorship is **October 8, 2010**.

*Please provide a company logo in .jpg or .tif format on disk or electronically along with your sponsorship donation.

Deadline: The logo must be received by October 15, 2010 to be included on the t-shirt. If there is a problem with providing your logo in this format, please contact Kenda Evans.



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Sponsor Pledge Form

Contact Name _____

Company Name _____

Address _____

Phone _____

Fax _____

Email _____

Website URL _____

_____ Platinum Sponsor - \$2500

_____ Gold Sponsor - \$1000

_____ Silver Sponsor - \$500

_____ Bronze Sponsor - \$250

_____ Supporting Sponsor _____

Please make checks payable to:
Southwestern University
c/o Kenda Evans
4301 Stillbrooke Drive
Houston, Texas 77035