



6TH ANNUAL
RUN FOR THE CLASSICS 2011

July 2011

Dear Sir/Madam:

Paideia Academy is entering its eighth year as West Knoxville's only classical Christian school instructing in a biblical worldview and known for exceptional academics and quality Christian education. Since our inception, we have been committed to making our program financially accessible to all like-minded families in the greater Knoxville area who desire a classical and Christian education. Our needs-based scholarship program continues even as we complete a campus expansion program that has provided additional classroom space for our growing school.

Our 6th Annual "Run for the Classics" 5K Race and Fun Walk that will be held on Saturday, October 1, 2011 is a substantial part of making this program possible. I am writing to solicit your help in making this event a success for the families of Paideia Academy. Please consider becoming one of our event partners through a generous sponsorship. Business sponsors of this charitable event will have their name and/or logo printed on our commemorative event shirt and other materials. Your generosity and dedication will be recognized by hundreds of community members and family participants including radio and newspaper advertising. Sponsorship levels and information can be found on the attached sheet. Your assistance will make a difference in the lives of many families and children. For name and/or logo placement on the event shirt, we must receive your donation by Friday, September 16th, 2011. However, we will gladly accept and recognize all sponsorships until the day of the event.

If you have any questions, please do not hesitate to contact Teran Moon at (865) 924-3902 or Becky Crenshaw (865) 363-9668 or the Paideia office at (865) 670-0440. Thank you for considering this opportunity to enrich the lives of children and families in our community. We look forward to your sponsorship of this event.

Sincerely,

James A. Cowart
Headmaster, *Paideia Academy*

Presenting Sponsor \$5,000 – This premiere, one-of-a-kind sponsorship will feature your company’s name and/or logo on all printed materials, including the race website, radio recognition, flyers, brochures and posters. Your company’s logo will be prominently displayed on the back of the race shirts. This sponsorship level will provide your company with countless publicity, opportunities and recognition. This package is a unique opportunity to position your company regionally while aligning with our school’s vision of a Christ-centered classical education. In addition to being the premiere sponsor of our event, your company will also enjoy the included benefits from each of the following brackets.

Platinum Sponsor \$2,500 - Your company will be first and out front in the minds of all of the runners. This package entitles you to:

- Water station sponsorship
- Recognition on all printed materials including flyers and promotional posters
- Prominence on our Latin-themed t-shirt received by participants
- Your company’s banner displayed at the finish line*
- Inclusion in all packets handed out for race registrants

Gold Sponsor \$1,000 - Your company’s name will be prominently featured and will be entitled to:

- Recognition on all printed materials including flyers and promotional posters
- Recognition on our Latin-themed t-shirt received by participants
- Your company’s banner displayed at the finish line*
- Inclusion in all packets handed out for race registrants

Silver Sponsor \$500 - Your company is highlighted as a main sponsor. This package entitles you to:

- Recognition on all printed materials including flyers and promotional posters
- Recognition on our Latin-themed t-shirt received by participants
- Your company’s banner displayed at the finish line*
- Inclusion in all packets handed out for race registrants

Bronze Sponsor \$250 - This package entitles you to:

- Recognition on our Latin-themed t-shirt received by participants
- Inclusion in all packets handed out for race registrants

T-Shirt Sponsor \$150 - This package entitles you to:

- Recognition on our Latin-themed t-shirt received by participants

*Please provide us with your company’s banner prior to race morning.

Sponsor Registration

Paideia family to credit for donation: _____

Company Name: _____

Contact Name: _____ Phone Number: _____

Address _____

City _____ State ____ Zip _____

Sponsorship Level: (i.e. Platinum, Gold, etc.) _____

Logo (Email all logos in digital high-resolution format to info@trademarkads.com)

Donor amount given or description of donation (i.e. gift certificates): _____

PAYMENT METHOD:

Cash/Check. Amount enclosed: \$ _____ . CVV Code: _____

Charge: Visa MasterCard American Express Amount to Charge: \$ _____

Account Number: _____ Expiration Date: _____

Signature: _____

FAX TO 865-966-1691 OR MAIL CHECKS (and/or form) to:

Paideia Academy C/O 5K Run • 10825 Yarnell Road • Knoxville, TN 37932

*We deeply appreciate your support of this event! We invite you to personally attend the Race and FunWalk so you can experience the community that your sponsorship is benefitting!