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11th Abebe Bikila Day



International Peace Marathon & Half

Saturday, September 16, 2017

Safety And Health Foundation • c/o Jay Jacob Wind
611 South Ivy Street • Arlington VA 22204 • 703-927-4833
racedirector@att.net • www.safetyandhealthfoundation.org/bikila

Imagine World Peace, One Step at a Time

July 4, 2017

Dear Friends,

Please sponsor the 11th Abebe Bikila Day International Peace Marathon & Half, Saturday, September 16, 2017, on the historic C&O Canal Towpath starting and finishing at Fletcher's Cove, 4940 Canal Road, Washington DC. Founded by two-time Olympic boxer Seifu Makonnen, this historic race commemorates the 57th anniversary of Abebe Bikila's victory on September 10, 1960, in the Olympic Marathon in Rome, Italy.

We expect 500 entries 250 in the full marathon and 250 in the half. The race is a playing field of peace where runners worldwide compete regardless of the national lines that separate them. We invite runners from everywhere -- Eritrea and Ethiopia, India and Pakistan, China and Taiwan, Kenya, North and Latin America, Lebanon, Israel and Palestine, Iraq, Kuwait, Iran, the Koreas, Vietnam, and all other nations at war and at peace. Each nation's and each U.S. state's citizens are automatically on their team, top 3 count. Many of our participants live in the DC area, but many come from other states and nations. In 2015, we had entrants from 22 states plus DC, Canada, Finland, and United Kingdom. Our arms are open again this year. The event benefits BuyABrick Foundation (www.TeamAfrica.com) in its efforts to Stomp Out Malaria in Zimbabwe and neighboring countries and Ethio-American Athletics Association (www.eafna.org). The event also assists race founder, two-time Olympian **Seifu Makonnen** in his fight against diabetes and kidney failure.

We invite you to sponsor Abebe Bikila Day International Peace Marathon & Half. As a sponsor, we print your name and logo on all our publicity, t-shirts, and post-race news. We insert your flyer, sample, or advertising into all 400 runners' goodie bags. We introduce you on race day – please join us to meet and greet our participants and guests. Please reply by July 31 so we can include you on all our pre-race publicity. Can you consider sponsorship by then?

Donations may be prizes, gift-certificates, or in-kind support.

All sponsors may provide 400 menus, coupons, or samples as inserts for runners' goodie bags.

All sponsors get free entries upon request. We mail commemorative t-shirts to all sponsors over \$100.

Donors of \$100 or more get their name on the commemorative t-shirt. Donors of \$250 or more get their logo on the shirt.

- We announce all sponsors before the start, at the finish, and during the awards ceremony
- All sponsors are invited on race day to present their gift certificates personally to their award winners

We offer these sponsor levels, named after internationally-mined critical natural resources:

- **GREEN:** \$5,000 ... As our PRIME SPONSOR, you welcome our international guests, coaches, elected officials, and dignitaries. We will have only 1 sponsor at this level.
- **GOLD:** \$2,000 ... Your name and logo go on our publicity, bib numbers, start / finish, web site, and t-shirt. We will have at most 2 sponsors at this level
- **RED:** \$1,000 ... Your name and logo go on our publicity, start / finish, web site, and t-shirt. We will have at most 5 sponsors at this level.
- **SILVER:** \$ 500 ... Your name and logo go on our publicity, web site, and t-shirt.
- **BRONZE:** \$ 250 (or ten \$25 certificates) ... Your name goes on our publicity, web site, and t-shirt.
- **BLUE:** \$ 100 (or four \$25 certificates) ... Your name goes on our publicity and web site

All sponsors may display on race day at the picnic area at the start / finish

- Use this map to pinpoint the display location, Fletcher's Cove, 4940 Canal Road, Washington DC

<http://maps.google.com/maps?q=4940+Canal+Road+Northwest,+Washington+D.C.>

- Please reply by August 15 to include your logo on all pre-race publicity, t-shirt, signs, & ads in goodie bags
- Please send 400 inserts by August 31 for insertion into goodie bags

Sincerely,

Jay Jacob Wind

Jay Jacob Wind, Race Director

Please send this form to
Safety And Health Foundation
c/o Jay Jacob Wind
611 South Ivy Street
Arlington VA 22204

Make checks payable to **Safety And Health Foundation**

Organization Name _____
Contact Person _____
Address _____
City, State, ZIP _____
Business Phone _____
E-mail _____

- Enclosed is my donation:
 Enclosed are _____ certificates from my store or business (e.g., four or more \$25 certificates)
You can use your own gift certificates, or you can use the enclosed samples. Feel free to photocopy more.
 I pledge in-kind support _____ (e.g., printing t-shirts or refreshments)

If you do not have gift certificates of your own, you may use this form.



Abebe Bikila Day International Peace Marathon & Half
GIFT CERTIFICATE
Congratulations for your award winning finish!



Please visit (Sponsor) _____ Phone _____
Address _____,
Certificate value \$ _____ expires 12/31/2017 Authorized signature _____



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Please visit (Sponsor) _____ Phone _____
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