



Safety And Health Foundation



Dean Shulman
(1961-2002)

14¹/₂th Annual

Potomac River Run Marathon & Half

Safety And Health Foundation ☺ 611 South Ivy Street ☺ Arlington, Virginia 22204

703-927-4833 ☺ racedirector@att.net ☺ www.safetyandhealthfoundation.org/marathon

Saturday, October 28, 2017

The easiest half & full marathon in America – In memory of Dean Shulman

On the historic C&O Canal Towpath -- Start & finish at Carderock Recreation Area

July 9, 2017

Dear Friend,

Please sponsor the 14¹/₂th annual **Potomac River Run Marathon & Half on Saturday, October 28**, in memory of Dean Shulman, a founding director of Safety And Health Foundation.

Our historic events start and finish at Carderock Recreation Area, Maryland, one mile west of the I-495 Beltway, on the beautiful riverside C&O Canal Towpath. Our event is assisted by Buy A Brick Foundation, Ethio-American Athletics Association, and DC Capital Striders, who staff the aid stations all along the course.

Our two races attract more than 600 runners from all over the USA and elsewhere. Last year, we had runners signed up from 30 states plus DC and Japan. Our full & half marathons always sell out 100%.

We welcome all levels of sponsorship. We acknowledge our sponsors on our web page, our entry forms, our goodie bags, and our t-shirts. You can sponsor the race with a contribution, or you can donate refreshments, gift certificates, or in-kind support.

Our sponsors' logos go on our race flyers, race-day signage, and of course, t-shirts. With radio, television, and newspaper coverage, your sponsorship is highly visible.

Packet pick-up is on Friday, October 27, 3:00-6:00 PM, at Pacers Running Store, 3100 Clarendon Boulevard, Arlington VA (free parking at Trader Joe's with any purchase).

- All sponsors may **provide 300 menus, coupons, or samples as inserts** for runners' goodie bags
- All sponsors get **complimentary entries** upon request to the events
- We **announce all sponsors** before the start, at the finish, and during the post-race awards ceremonies
- All sponsors are invited on race days to **present their gift certificates personally** to award winners
- We feature your donations of food and refreshments at **our post-race picnic**

We offer these sponsorship levels:

- **GOLD: \$2,000 or more: NAME SPONSOR: The races are named for your organization.**
Your name and **logo** go on our publicity, bib numbers, website, and **top front** of our t-shirt.
- **RED: \$1,000 or more: Your name and logo on publicity, website, and bottom front of our t-shirt.**
- **WHITE: \$ 500 or more: Your large logo on publicity, website, and back of t-shirt**
- **BLUE: \$ 250 or more (or 10 \$25 certificates): Your logo on publicity, website, and back of t-shirt**
- **GRAY: \$ 100 or more (or 4 \$25 certificates): Your name on publicity & website**
- At all sponsorship levels, we insert your ad flyer or product sample into 300 goodie bags;
- Please reply by August 1, 2017, to include your logo on publicity, t-shirts, signs, and ads in goodie bags
- Please send **300** inserts by Monday, October 23, 2017, for insertion into goodie bags
- All donations to **Buy A Brick Foundation** or **Safety And Health Foundation** are 501(c)3 tax-deductible. You may also earmark your donation directly for our beneficiary and get full recognition as a sponsor.

In 2017, **SHF** conducts these races:

- Sunday, March 26: 9th annual W&OD Trail 5K in memory of Walter L. Mess, Arlington VA
- Saturday, April 29: 4th Mercy 5K to benefit Mercy Center Foundation USA, Arlington VA
- Sunday, May 7: 14th Potomac River Run Marathon & Half, Fletcher's Cove, Washington DC
- Sunday, May 14: Run 4 Your Mom Mother's Day Four Mile to benefit MFNE, Washington DC
- Saturday, August 5: 11th annual Friends of the W&OD 10K. Vienna VA
- Saturday, September 16: 11th Abebe Bikila Day International Peace Marathon & Half, Fletcher's Cove, DC
- Sunday, October 28: 14½th Potomac River Run Marathon & Half, Carderock MD

SHF also manages about 20 races a year for small charities and PTAs, mostly 5Ks on park trails.

If you wish to sponsor our future races, please contact us.

Jay Jacob Wind

Sincerely,

Jay Jacob Wind, Director

Acknowledgements:

Safety And Health Foundation thanks [Potomac River Running Stores](#), Ashburn VA (703-729-0133), Burke VA (703-978-0500), and 5 more stores for granting permission to use the name "Potomac River Run." "Potomac River Running" is a trademark of Potomac River Running Store.

Please send this form to **SHF, 611 South Ivy Street, Arlington VA 22204**

Make checks payable to **SHF** or directly to one of the beneficiaries

Sponsor Name _____

Contact Person _____

Address _____

City, State, ZIP _____

Business Phone _____

E-mail _____

Enclosed is:

\$_[_____] A 501(c)3 tax-deductible donation for **SHF**

\$_[_____] A 501(c)3 tax-deductible donation for **BuyABrickFoundation**

\$_[_____] A 501(c)3 tax-deductible donation for **Ethio-American Athletics Association (EAAA)**

Unrestricted donations pay for marathon expenses. Restricted donations go 100% to the designated charity.

Both unrestricted and restricted sponsors get **EXACTLY THE SAME** publicity and sponsorship benefits.

Discover Master Visa _____ - _____ - _____ - _____ Exp.Date ____ - ____

Name on card _____

I pledge in-kind support _____ (e.g., printing t-shirts or refreshments)

Gift certificates from your store or business (e.g., four or more \$25 certificates)

If you do not have gift certificates of your own, you may use these forms. Feel free to photocopy more.



Potomac River Run Marathon 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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