



Safety And Health Foundation



Dean Shulman  
(1961-2002)

13<sup>1</sup>/<sub>4</sub><sup>th</sup> & 13<sup>1</sup>/<sub>2</sub><sup>th</sup> Annual

# Potomac River Run Marathon & Half

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

703-927-4833 ☺ [racedirector@att.net](mailto:racedirector@att.net) ☺ [www.safetyandhealthfoundation.org/marathon](http://www.safetyandhealthfoundation.org/marathon)

Saturday, November 19, and Sunday, November 20, 2016

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

October 17, 2016

Dear Friend,

Please sponsor the 13<sup>1</sup>/<sub>4</sub><sup>th</sup> & 13<sup>1</sup>/<sub>2</sub><sup>th</sup> annual **Potomac River Run, Half Marathon on Saturday, November 19, and Full Marathon on Sunday, November 20, 2016**, 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. We already have runners signed up from 30 states plus DC and Japan. Our full & half marathons on Saturday and Sunday 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 November 19 & 20, 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 400 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 400 goodie bags;
- Please reply by November 1, 2016, to include your logo on publicity, t-shirts, signs, and ads in goodie bags
- Please send **400** inserts by Monday, November 14, 2016, 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 2016, **SHF** conducts these races:

- Sunday, March 20: 8<sup>th</sup> annual W&OD Trail 5K in memory of Walter L. Mess, Falls Church VA
- Saturday, April 30: 3<sup>rd</sup> Mercy 5K to benefit Mercy Center Foundation USA, Fletcher's Cove, DC
- Sunday, May 1: 13<sup>th</sup> Potomac River Run Marathon & Half, Fletcher's Cove, Washington DC
- Saturday, May 7: 3<sup>rd</sup> Ethio-American 8K to benefit EAAA, Fletcher's Cove, Washington DC
- Sunday, May 8: 2<sup>nd</sup> Mothers Day 8K to benefit EAAA, Fletcher's Cove, Washington DC
- Saturday, May 14: DC Public Charter School Athletic Association pinnacle track meet
- Sunday, June 19: 4<sup>th</sup> Fathers Day 8K to benefit Georgetown Running Club, under Key Bridge, DC
- Saturday, August 6: 10<sup>th</sup> annual Friends of the W&OD 10K. Vienna VA
- Saturday, September 10: 10<sup>th</sup> Abebe Bikila Day International Peace Marathon & Half, Fletcher's Cove, DC
- Sunday, November 19-20: 13<sup>1/4</sup><sup>th</sup> and 13<sup>1/2</sup><sup>th</sup> 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** or **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 12/31/2016 Authorized signature \_\_\_\_\_



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