

የአበበ በቂላ ቀን

6th Abebe Bikila Day

International Peace Half Marathon

Saturday, September 15, 2012

High Cloud Foundation • c/o Jay Jacob Wind

611 South Ivy Street • Arlington VA 22204 • 703-927-4833

racedirector@att.net • www.safetyandhealthfoundation.org/20120915

Imagine World Peace, One Step at a Time



August 16, 2012

Dear Friends,

Please sponsor the 6th Abebe Bikila Day International Peace Half Marathon, Saturday, September 15, 2012, on the historic C&O Canal Towpath in Georgetown, Washington DC. Founded by two-time Olympic boxer Seifu Makonnen, this historic race commemorates the 52nd anniversary of Abebe Bikila's victory on September 10, 1960, in the Olympic Marathon in Rome, Italy.

We expect 400 in the half marathon. The race is a playing field of peace where runners from all over the world 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 Koreans, 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 of any size, top 3 count. Many of our participants live in the DC area, but many come from other states and nations. In 2011, Abebe Bikila Day International Peace Half Marathon welcomed participants from 21 countries and 17 states. Our arms are open again this year.

The race benefits High Cloud Foundation's international and domestic programs:

- **The Cloud of Knowledge:** Knowledge is the key to success. High Cloud empowers children, orphans, and communities to improve their lives through educational support and public health initiatives. The Cloud of Knowledge program supports low-income groups in 8 countries. And the results? Child literacy rates have sharply increased since the program's inception.
- **The Cloud of Nutrition:** If we are what we eat, how important is it to educate communities on health and nutrition? High Cloud's Cloud of Nutrition program focuses on healthy eating, healthy lifestyles, and general health concerns. Educational programs introduce children and their communities to the Food Pyramid, nutritional facts, instruction on meal preparation, and more to ensure our communities make educated decisions. High Cloud supports communities by developing workshops as well as delivering much-needed food.
- **The Cloud of Sports:** The ultimate in bringing people together, sports helps High Cloud's communities learn lessons about life and fitness. The program emphasizes the connection between excelling in school and excelling in life with an active lifestyle. Athletic events push children to discover their potential, build determination and commitment, and participate in a community. Through the Cloud of Sports program, children learn that any dream can be fulfilled with passion, brotherhood, and dedication.
- **The Cloud of Environment:** We are all just stewards of our environment. High Cloud seeks to teach communities the importance of respecting the environment through conservation, basic sanitation, recycling methods, and sustainability. Simple projects like tree planting and determining how to balance a diet through fishing and hunting are making drastic changes in High Cloud communities, leading to decreased littering and cleaner ecosystems.



We invite you to sponsor Abebe Bikila Day International Peace Half Marathon. 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 August 30, as we print our t-shirts on September 1. Can you consider sponsorship by then?

Sincerely,.....

Jay Jacob Wind, Race Director
Abebe Bikila Day International Peace Half Marathon

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 on the brick plaza east of the start / finish line
- Use this map to pinpoint the display location, approximate address 1100 Potomac St NW, Washington DC <http://maps.google.com/maps?q=1100+Potomac+Street+Northwest,+Washington+D.C.>
- Please reply by August 30 to include your logo on t-shirt, signs, and ads in goodie bags
- Please send 300 inserts by September 5 for insertion into goodie bags

Sincerely,

Jay Jacob Wind

Jay Jacob Wind, Race Director
High Cloud Foundation

Please send this form to
High Cloud Foundation
c/o Jay Jacob Wind
611 South Ivy Street
Arlington VA 22204

Make checks payable to **High Cloud Foundation**

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

Enclosed is my 501(c)3 deductible 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 Half Marathon
GIFT CERTIFICATE
Congratulations for your award winning finish!



Please visit (Sponsor) _____ Phone _____
Address _____,
Certificate value \$ _____ expires 12/31/2012 Authorized signature _____

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



Please visit (Sponsor) _____ Phone _____
Address _____,
Certificate value \$ _____ expires 12/31/2012 Authorized signature _____

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



Please visit (Sponsor) _____ Phone _____
Address _____,
Certificate value \$ _____ expires 12/31/2012 Authorized signature _____

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



Please visit (Sponsor) _____ Phone _____
Address _____,
Certificate value \$ _____ expires 12/31/2012 Authorized signature _____