



Dear Potential Sponsor,

Tone Up for Tune Ups, Inc., a 501(c)(3) non-profit organization, is seeking your support in sponsoring our 5K Run/Walk event organized at Lahser & 10 Mile Roads in Southfield, Michigan on May 20, 2017. Unexpected car repairs leave low income families without transportation and at risk of losing their jobs. Help us break this cycle in our community. Proceeds from this event will be donated to the Tone Up for Tune Ups Fund administered by the Department of Southfield Human Services and will assist local families who demonstrate a need for car repairs.

Tone Up for Tune Ups inaugural event in 2012 generated \$3,600. To date, the event has raised over \$27,000 and has made a difference in the lives of 26 Southfield families. With your support, we are confident we can reach this year's fundraising goal of \$10,000.

Please consider a corporate sponsorship that will enable us to fulfill our mission while giving your company the opportunity to build brand loyalty, attract new customers and showcase your commitment to supporting our community. Tone Up for Tune Ups, Inc. offers a wide range of sponsorship opportunities, both cash and in-kind donations. In-kind donations include event related goods or services which offset budgeted expenses (e.g. water, food, or marketing services) or gift cards to local merchants to be used as prizes for race participants.

Please complete and return the enclosed sponsorship form to the following address or go online to www.toneupfortuneups.com to download it. Please make checks payable to: Tone Up for Tune Ups.

Tone Up for Tune Ups, Inc.
640 Autumn Valley Drive
Ortonville, MI 48462

Thank you in advance for considering our request to support our continued effort to create a community of people working together for a united cause: *Making a difference for others.*

Sincerely,

Adam Terry | adam@toneupfortuneups.com | 248-330-9904
Tone Up for Tune Ups Sponsor Manager

TONE UP FOR TUNE UPS 5K RUN/WALK 2017 SPONSORSHIP AGREEMENT



Company: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Phone: _____ Email: _____

Select Sponsorship Level:

- Engine Sponsor** | Donate \$1000 or more
 - *Individual banner* with company name and logo on display at event
 - Option to distribute promotional items on race day
 - Logo on race t-shirt, promotional email, social media advertising, & TUTU website
- Transmission Sponsor** | Donate \$500 - \$999
 - Company name and logo on group sponsor banner on display at event
 - Option to distribute promotional items on race day
 - Logo on race t-shirt, promotional email, social media advertising, & TUTU website
- Alternator Sponsor** | Donate \$250 - \$499
 - Option to distribute promotional items on race day
 - Logo on race t-shirt, promotional email, social media advertising, & TUTU website
- Tire Sponsor** | Donate \$100 - \$249
 - Logo on race t-shirt
 - Name on TUTU website, social media advertising

Donation Via:

- Enclosed Check (*Please make checks payable to: Tone Up for Tune Ups*)
- In-Kind Donation (Quantity: _____ \$ Value: _____)
 - Delivery method: Mail in
 - Drop off at Race Event Location on Race Day (May 20, 2017)
- Donated Online at www.ToneUpforTuneUps.com

Describe donation item(s): _____

Donation Amount: \$ _____

Authorized Signature: _____ **Date:** _____

Agreement and Logo Due by May 1, 2017. Please email logos to Adam@toneupfortuneups.com

Please complete and return this sponsorship form to the following address (or scan and email):

Tone Up for Tune Ups, Inc

640 Autumn Valley Drive

Ortonville, MI 48462

www.toneupfortuneups.com

Thank You for Your Generous Support of Tone Up for Tune Ups!
You are helping to *make a difference* for the people in your community. Thank you!