



**The Wayne County Challenge is growing faster than ever!
We want YOU to be a part of our success!**

The Wayne County Challenge (WCC) is one of the most unique participant-driven organizations in the country. Not only does the WCC offer a one of a kind opportunity to earn points and awards throughout each season, it also offers people in our community a non-traditional way to support local causes and non-profits. This combination creates a great sense of motivation, and brings many participants back for several WCC events throughout the year.

Founded in 2003, The WCC started with 9 races. There were just 66 runners at the Girls Inc. 5K, and only 31 at the Hope House 5K. Only 9 participants attended every race.

Today, an average WCC race attracts 400-600 runners, walkers, joggers, and those who are just there to support their cause (not to mention, those who just come to spectate and cheer on their friends and family). In 2014, several hundred participated in at least 3 events, and a record breaking 113 participants completed all 8 races.

For the first time ever, The WCC is offering a special sponsorship opportunity to a limited number of businesses that want to support the community by platforming themselves in front of this active, supportive, and captive audience.

The WCC will see more growth in 2015, and the following is your opportunity to be a part of that growth.

We can't wait to make YOU a part of the Wayne County Challenge!



Why offer sponsorship opportunities? And, why now?

That is a great question! We're glad you asked!

The WCC was founded on a simple concept: hold 5K, 7K, and 10K events throughout the year that will support local not-for-profits while encouraging community fitness by rewarding participation and hard work. We do this by giving awards, shirts, goodie bags, and having an end of season celebration.

In the last few years, The WCC has seen exponential growth. So much, in fact, it is becoming increasingly difficult to offer these amenities to all of our participants.

You might ask: "Why not just have each race charge more, or have the non-profits pay more to The WCC to offer these amenities?"

The WCC has always strived to be an economical option to individuals and families. Compared to many other local events, The WCC is still, by far, the least expensive and we would like to remain a great economic option for everyone who wants to participate. Also, to ask each race to contribute more to The WCC is somewhat counterproductive to fulfilling our mission. Each year, The WCC raises thousands of dollars for great local organizations from Girls Inc. to Hagerstown High School and even Cope Environmental Center. Although we love to reward participants with great amenities, it is not our goal to take money away from these great causes.

Your sponsorship will help with the purchase of new equipment, maintenance of current equipment, funding of the end of season celebration, awards and shirt purchases, and the overall improvement, growth and success of The WCC.

You really will be making a huge difference.

We have 2 great ways for you to be a part of this exciting time.



Wayne County Challenge Gold Medal Sponsorship: (ONLY 4 AVAILABLE)

- There will be a large banner prominently displayed at every 2015 race which will include your business logo.
- Your logo will be displayed on The Wayne County Challenge website with a link to your website. You will also be showcased for 3 months with a write up about your business.
- Your flyers or bounce back coupons will be in all goodie bags throughout the 2015 season.
- You are welcome to set up a 10x10 booth at every 2015 season race, offer hand-outs, and display signage of your choosing within your area. (Please be aware that your booth or signage cannot block the registration/packet pick-up area, the finish line or the timing crew's ability to clearly see and manage the finish line.)
- Your business name will be announced as a sponsor at every event in the 2015 season.
- Your business logo will be printed on the shirts given to participants that complete all 8 races (awarded at the end of season celebration).
- Your logo will be displayed at the end of season celebration.

Sponsorship: \$2500

Please fill out the form on page 5

With this information, we can get the ball rolling right now!



Wayne County Challenge Silver Medal Sponsorship: (ONLY 4 AVAILABLE)

-Your logo displayed on The Wayne County Challenge website with a link to your website.

Pick 3 Races In The 2015 Season and At Each Of These Races You Will Receive:

- Your flyers or bounce back coupons in goodie bags for only the 3 chosen races.
- You are welcome to set up a 10x10 booth at your 3 chosen 2015 season races, offer hand-outs, and display signage of your choosing within your area. (Please be aware that your booth or signage cannot block the registration/packet pick-up area, the finish line or the timing crew's ability to clearly see and manage the finish line.)

Sponsorship: \$1000

Please fill out the form on page 5

With this information, we can get the ball rolling right now!

Do you have questions? We would love to answer them!

Please feel free to contact the WCC Chairman - wccChairman@wccchallenge.org

THANK YOU FOR BECOMING A SPONSOR OF THE WAYNE COUNTY CHALLENGE!

WE ARE EXCITED TO MAKE YOU A PART OF OUR TEAM!

Contact the WCC Chairman at wccChairman@wcchallenge.org to check sponsorship availability.

Please fill out the information below:

Business Name: _____

Gold Medal Sponsor

Silver Medal Sponsor

If Silver Medal Sponsor, list your 3 race choices:

Contact Name: _____

Contact Number: _____

Billing Address: _____

Contact Email: _____

Signature

Date

Payment MUST be received NO LATER than 1 month prior to:

- Gold Medal Sponsor: Girls Inc. 5K.
- Silver Medal Sponsor: the first of the three chosen races.

All artwork for banners and website MUST be submitted to NO LATER than 1 month prior to first sponsored event. Logos must be submitted in JPEG, PNG, or GIF format.

All goodie bag flyers, coupons, and other handouts MUST be submitted to the appropriate race director NO LATER than 3 weeks before the sponsored event.

In the event a sponsor fails to submit proper logos, artwork, handouts, or other materials by the aforementioned deadlines, or fails to set up at sponsored races, sponsorship will be forfeited and no refund will be issued.

Contact WCC Chairman @ wccChairman@wcchallenge.org for information on where to send this form.