

REINDEER RUN 2021

26th ANNUAL

EACH SPONSORSHIP TIER MAY PLACE PROMOTIONAL ITEMS INSIDE RACE PACKETS



REINDEER SPONSOR - \$3,000 +

- Prominent logo recognition on 800 Race Shirts
- Name and business logo on finisher medals
- Business logo on City of Cape Canaveral posters/social media
- Business name on all promotional material - 25,000 + Email Blasts
- Logo recognition on 5,000 event flyers
- Recognition at the event and a plaque as a "Title Sponsor"
- Free promotional booth on race day.



SANTA SPONSOR - \$1,200

- Logo recognition on 800 Race Shirts
- Business name on all promotional material- 25,000 + Email Blasts
- Logo recognition on 5,000 event flyers
- Recognition at the event as a "Santa Sponsor"
- Free promotional booth on race day.

ELF SPONSOR - \$600

- Business name on 800 Race Shirts
- Business name on 5,000 event flyers
- Free promotional booth on race day.

STOCKING STUFFER SPONSOR

- Gift certificates/raffle prizes
- Food/beverage donations for race day

RACE MANAGEMENT PROVIDED BY THE RUNNING ZONE • RACE COURSE CERTIFIED BY USA TRACK & FIELD

"A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL FREE WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE" 1-800-HELP-FLA (435-7352)

The Brevard County Sheriff's Office Charity, Inc. is recognized as a not for profit corporation section 501©3 charitable organization # 85-8012598732C-2. BCSO Charity Inc., 700 S. Park Ave. Titusville, FL 32780



Brevard County Sheriff's Office Charity, Inc.

Police Athletic League/Y.D.C.

July 21st, 2021

Dear Community Supporters,

RE: City of Cape Canaveral to host 26th Annual Reindeer Run 5k Run/Walk to benefit the Police Athletic League

The City of Cape Canaveral and the Police Athletic League are hosting the 26th Annual Reindeer Run on Saturday, December 11th, 2021 at Cherie Down Park. **All proceeds will benefit our local youth** involved in the Youth Directors Council Program of the Police Athletic League (PAL). We are grateful for your financial contributions over the years. Our kids and our community have benefited from your generosity.

PAL is built on community support and youth participation. Your contributions will help provide school supplies, clothing and transportation to families in need, as well as give the PAL youth volunteers an opportunity to attend leadership workshops and educational field trips.

The PAL kids contribute by participating in community events such as the Hunger Project, wrapping gifts for the homeless, local beach clean-ups, Cape Canaveral Founder's Day, Holiday in the City, Movie in the Park and Cape Canaveral Friday Fest events. These teens also spend a great deal of their free time volunteering at local institutions such as the Brevard Zoo and the Humane Society. In turn, the hours spent volunteering are applied to their **Bright Futures Scholarship** hours required for college tuition assistance.

As a race sponsor, your contribution is essential in funding our community's youth supported by PAL. Please review the enclosed sponsorship breakdown and select your level of sponsorship not later than **September 24th, 2021**. All donations are tax deductible.

Checks payable to: Brevard County Sheriff's Office Charity, Inc.

***** (Write Reindeer Run in the memo line) *****

**Please send checks to: Attn: Leisure Services
PO Box 326
Cape Canaveral, FL 32920**

For more information, please contact Mary Jane at 321-868-1226. Your consideration and support is greatly appreciated.

Best regards,

A handwritten signature in blue ink that reads "Mary Jane Binney".

Mary Jane Binney
YDC PAL Program Director

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