



Central Middle School
155 Whooping Creek Road
Carrollton, Georgia 30116



November 30, 2021

To Whom It May Concern:

Central Middle School is pleased to announce its 2022 Spring Fundraiser, "The Central Cupcake Chase 5k~The Sweetest Race in Town." This morning of family fun will begin and end on our school campus on Saturday, March 5, 2022. It is our goal to make the Cupcake Chase 5K and Fun Run a premier annual event for our school and community. We are actively seeking community businesses and organizations to agree to serve as event sponsors and would like for you to consider partnering with us.

This event will feature a Fun Run/Walk, as well as an officially timed 5K race, which will begin at Central Middle School and continue through a nearby neighborhood, winding back along adjacent roads. Following the race, we will have an awards ceremony while enjoying some delicious sweet treats.

We invite you to consider joining us as a sponsor and partnering with us for this special event. By doing so, you'll be taking advantage of exceptional advertising and promotional opportunities for your business, as well as supporting our school and community. By sponsoring our race, your business will have the opportunity to receive exposure through media advertising, as well as have your business name on printed materials, t-shirts, digital banners, vendor spaces, school website, social media pages, and much more.

We have provided details of all sponsorship benefits in this packet and hope you join us for this worthwhile school/community event. Please note the enclosures with this letter, which will specify all sponsorship levels, perks, and details about our race. Your donations are tax-deductible and all proceeds from the Central Cupcake Chase will be used to benefit the students and staff at Central Middle School as we strive to improve and update our facilities and resources for our students and teachers.

If you have any questions about the race or the available sponsorship opportunities, please do not hesitate to contact us. We look forward to your help in promoting healthy, active living and sponsoring a fun, positive event for our entire community. Thank you for your support and consideration of sponsorship for our event!

Note: We ask that all supporters return the Commitment/Pledge form by Friday, February 4, 2022, to the address below. Additionally, to properly advertise for your business, please send your business logo in PDF format to the email listed below.

Sincerely,

Amber Shiver

Amber Shiver
Committee Chair & Sponsorship Coordinator

cmscupcakechase@gmail.com

Central Middle School
155 Whooping Creek Road
Carrollton, Georgia 30116
770.832.8114

Cupcake Chase Sponsorship Levels

Sponsorship Levels

Level One Sponsor \$2500

Level Two Sponsor \$1000

Level Three Sponsor \$500

Level Four Sponsor \$300

Level Five Sponsor \$200

Level One Sponsorship - \$2500

- ***Advertisement** - Features your logo on school's electronic sign for one calendar year
- ***Website and Social Media** - Features your business name on the CMS website and select social media outlets for one calendar year reaching thousands throughout the West Georgia area.
- ***Event Entry** – Up to seven free race registrations for your employees (includes up to 7 race t-shirts)
- ***Race Day Brochure** - Features your business name and logo as a Level One Sponsor to all race participants
- ***Company Promotional Table**- Table set up at race to promote your business
- ***Race Bags** – Opportunity to place promotional items, business cards, coupons, etc, in the Cupcake Chase race bag, *given to all registered participants*
- ***Recognition on Event T-Shirts** - Features your business logo on event t-shirts
- ***Digital Event Banner** – Features your business as a Level One Sponsor on event day digital presentation & at awards ceremony
- ***Electronic Badge** - Electronic badge with sponsor logo attached to every email sent from a Central Middle School employee
- ***Season Pass** - Free admission to every *home* Central Middle School sporting event for four
- ***Spirit Pack** - Spirit shirts, stickers, car tag, blanket, yard sign, and more
- ***Fast Pass** - Skip the car rider lines (morning and afternoon) by using the 8th grade lot for drop off and pick up
- ***Yearbook Ad** - Ad in the yearbook featuring your business name/logo



Cupcake Chase Sponsorship Levels

Level Two Sponsorship - \$1000

- ***Advertisement** - Features your logo on school's electronic sign for one calendar year
- ***Website and Social Media** - Features your business name on the CMS website and select social media outlets for one calendar year reaching thousands throughout the West Georgia area.
- ***Event Entry** – Up to five free race registrations for your employees (includes up to 5 race t-shirts)
- ***Race Day Brochure** - Features your business name and logo as a Level Two Sponsor to all race participants
- ***Company Promotional Table**- Table set up at race to promote your business
- ***Race Bags** – Opportunity to place promotional items, business cards, coupons, etc, in the Cupcake Chase race bag, *given to all registered participants*
- ***Recognition on Event T-Shirts** - Features your business logo on event t-shirts
- ***Digital Event Banner** – Features your business as a Level Two Sponsor on event day digital presentation & at awards ceremony
- ***Electronic Badge** - Electronic badge with sponsor logo attached to every email sent from a Central Middle School employee
- ***Season Pass** - Free admission to every *home* Central Middle School sporting event for two

Level Three Sponsorship - \$500

- ***Advertisement**- Features your logo on the school's electronic sign for one calendar year
- ***Website and Social Media** - Features your business name on the CMS website and select social media outlets for one calendar year reaching thousands throughout the West Georgia area.
- ***Race Day Brochure** – Features your name as Level Three Sponsor to all race participants
- ***Company Promotional Table**- Table set up at race to promote your business
- ***Race Bags** – Opportunity to place promotional items, business cards, coupons, etc., in the Cupcake Chase race bag, *given to all registered participants*
- ***Recognition on Event T-Shirts** – Features your business logo on event t-shirts
- ***Digital Event Banner** – Features your business as a Level Three Sponsor on event day digital banner & at awards ceremony



Cupcake Chase Sponsorship Levels

Level Four Sponsorship - \$300

***Website & Social Media** – Features your business name on the CMS website and social media pages

***Race Day Brochure** – Features your name as Level Four Sponsor to all race participants

***Race Bags** – Opportunity to place promotional items, business cards, coupons, etc. in the Cupcake Chase race bag, *given to all registered participants*

***Recognition on Event T-Shirts** – Features your business name on event t-shirts

***Digital Event Banner** – Features your business as a Level Four Sponsor on event day digital presentation & at awards ceremony

Level Five Sponsorship - \$200

***Website & Social Media** – Features your business name on the CMS website and social media pages

***Race Day Brochure** – Features your name as Level Five Sponsor to all race participants

***Recognition on Event T-Shirts** – Features your business name on event t-shirts

***Digital Event Banner** – Features your business as a Level Five Sponsor on event day digital presentation & at awards ceremony

Cupcake Chase Pledge Form

Sponsor Name: _____
(as listed on t-shirt and/or banner)

Address: _____

Contact Name: _____

Phone Number: _____

Email: _____

Sponsorship Levels

Level One - \$2500

Level Two - \$1000

Level Three - \$500

Level Four - \$300

Level Five - \$200

Amount Donated: _____

Check #: _____

*Please make checks payable to Central Middle School

Please mark the appropriate box above prior to February 4, 2022 and return this document to:

cmscupcakechase@gmail.com

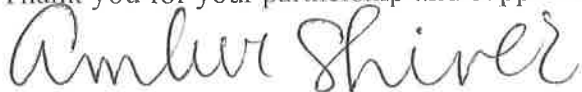
or mail to:

Central Cupcake Chase
c/o Amber Shiver
Central Middle School
155 Whooping Creek Road
Carrollton, Georgia 30116

All donations are tax deductible.

(Receipt/acknowledgement will be returned once contribution is received)

Thank you for your partnership and support of this event!



Amber Shiver
Sponsorship Coordinator

Central Cupcake Chase Sponsorship Packages

Package Levels	One	Two	Three	Four	Five
Cost	\$2,500	\$1,000	\$500	\$300	\$200
Spirit Pack Spirit shirts, stickers, car tag, insulated cup, and more	X				
Fast Pass Skip the car rider lines (morning and afternoon) by using the 8th grade lot for drop off and pick up	X				
Yearbook Ad Ad in the yearbook featuring your business name/logo	X				
Electronic Badge Electronic badge with sponsor logo attached to every email sent from a Central Middle School employee	X	X			
Season Pass Free admission to every home Central Middle School sporting event	X (up to 4)	X (up to 2)			
Event Entry Free race registrations	X (up to 7)	X (up to 5)			
Company Promotional Table Table set up at race to promote your business	X	X	X		
Advertisement Features your name or logo on school's electronic sign	X	X	X		
Race Bags Opportunity to place promotional items, business cards, coupons, etc, in the Cupcake Chase race bag given to all registered participants	X	X	X	X	
Recognition on Event T-Shirts Features your business name or logo on event t-shirts	X (Logo)	X (Logo)	X (Logo)	X (Name only)	X (Name only)
Digital Event Banner Features your business as a sponsor on event day digital presentation and slide show at awards ceremony	X	X	X	X	X
Race Day Brochure Features your business name or logo as a sponsor to all race participants	X	X	X	X	X
Website & Social Media Event promotion featuring your business name on the CMS website and social media pages	X	X	X	X	X