



Leaving our footprints on our community, on our world.

2012 SPONSOR KIT

LEAVING OUR FOOTPRINTS

Borodash is a Thanksgiving Day 4-mile run/walk through the streets of historic Murfreesboro, Tennessee. We raised over \$23,500 at our inaugural event in 2010 with 1,638 runners participating. Our second year welcomed over 2,600 runners and allowed us to distribute \$57,000 to our worthy charities. The generosity of all our sponsors and runners truly exemplified the Borodash motto of “leaving our footprints on our community, on our world.” With the help of our sponsors we will build on this momentum and see an even larger race in 2012.

As with others events, a larger race means larger operating costs. Our Board of Directors makes every effort to ensure that there is a balance between creating a fun, pleasant, and comfortable event and distributing as much money as possible to our charities. We evaluate every expense to determine that we are getting the best deal without sacrificing quality and leverage many in-kind donations to offset costs. The Board has reviewed and approved an operating budget of \$40,000 for the 2012 event.

Our purpose is to raise money for charitable organizations or projects as determined by the Board of Directors through a run/walk community event in historic Murfreesboro, Tennessee.

The mission will be accomplished through:

- Operating to glorify God
- Raising awareness for specific needs and charities
- Establishing a well run and organized annual community event
- Encouraging a family atmosphere
- Providing an opportunity to express thankfulness
- Loving others through charitable giving

YOUR INVOLVEMENT AS A SPONSOR

Our goal is to engage many quality sponsors in our community to help offset costs. This allows us to apply every dollar raised from our runners and walkers to our charities. Borodash also provides sponsors the ability to market themselves to a wide range of individuals including participants, online visitors, family and friends. We have publicity opportunities that range from your logo on the Borodash website to standing with our charities as we hand them checks to further their good works in our world.

BENEFICIARIES

The primary beneficiaries of Borodash are Neema House, Inc. and Greenhouse Ministries. However, depending upon available resources, the Borodash Board also considers the needs of other charities from time to time for possible support opportunities.



Neema House is an outreach to orphaned children and broken families in Geita, Tanzania. Neema is the Swahili word for grace or abundance. Neema House will be a children's home where people from the Geita community experience the grace and abundance of God through tangible acts of love and service.

Learn more:
www.neemahouse.org



Greenhouse Ministries is a faith-based, non-profit agency serving the underserved in the Middle Tennessee area with a variety of resources designed to give clients and volunteers hope. Career counseling, skill training, food and shelter assistance and other specialized programs are just some of the services offered.

Learn more:
www.greenhousemin.org



The mission of the Interfaith Dental Clinic is to restore, protect, and improve the oral health of uninsured, low-income, working people, their children and the elderly in the greater Nashville area through access to affordable quality dental care, oral disease prevention services, and oral health education.

Learn more:
www.interfaithdentalinc.com

PROMOTIONAL GUIDELINES

To assist with your in-house promotions of Borodash and your company or organization as a sponsor we have created a variety of free materials for your use.

Please visit www.borodash.org/pr for resources as well as our official logo & usage guidelines, posters, registration forms, email templates, promotional videos and much more.

OFFICIAL INFORMATION

PRE-RACE SCHEDULE

August 12, 2012	Pre-registration begins
November 19, 2012	Pre-registration ends at noon
November 21, 2012	Packet Pickup at North Boulevard Church of Christ Life Center
November 22, 2012	Race Day

RACE DAY SCHEDULE

6:30-7:30am	Race Day registration
8:00am	Start
9:30am (approximate)	Awards ceremony

LOCATIONS

Registration	Online or via mail (please visit www.borodash.org/register for more information)
Packet Pickup	North Boulevard Church of Christ Life Center, 1112 North Rutherford Blvd, Murfreesboro
Race	Please visit www.borodash.org/course-info for a map and directions

CONTACT INFORMATION

Address	Race Director	Fundraising Chair	Online
BoroDash, Inc.	Staci McCreary	Craig Wolfe	borodash.org
P.O. Box 12133	615-587-1721	615-319-2860	facebook.com/borodash
Murfreesboro, TN 37129	info@borodash.org	sponsors@borodash.org	twitter.com/borodash

Borodash is a 501(c)(3) non-profit organization • IRS number 27-2327567

When promoting Borodash within your company or organization please *always* point people to our website for full information:

www.borodash.org





SPONSORSHIP OPPORTUNITIES

Please select your sponsorship level and mail this form to the below address.



[]

[]

[]

[]

[]

[]

Presenting

Platinum

Gold

Silver

Bronze

Friends

\$10,000+

\$5000-\$9999

\$2000-4999

\$1000-1999

\$500-999

<\$499

Starting Line commercial*

✓

Logo on brochure cover & other materials**

✓

Media presentation

✓

Invitation to Borodash Celebration Dinner

✓

✓

Logo on Race Day signage

✓

✓

✓

Official commemorative lobby plaque

✓

✓

✓

Official commemorative lobby certificate

✓

✓

Mention on the back of the race t-shirt

✓

✓

✓

✓

✓

Listed on Sponsor page of Borodash.org

✓

✓

✓

✓

✓

✓

Complementary race entries

8

6

4

2

0

0

Sponsor / AD Name _____

Address _____

City / State / ZIP _____

Contact Name _____

Phone (_____) _____

Email _____



Submit this form online:

borodash.org/become-a-sponsor

Please add the above email address to *The Dash List* email newsletter. *The Dash List* contains occasional sponsor information and other race updates.

Please make checks payable to Borodash, Inc., and return this form and your check to:
Borodash, Inc. • P.O. Box 12133 • Murfreesboro, TN 37129

* Content for the Starting Line commercial must be provided by the sponsor.

** Please provide an approved digital copy of the company logo to info@borodash.org. A vector version is requested.