



The 20th Annual Long Run

October 20, 2016
Certified 5K Run and 1 Mile Fun Run/Walk
benefitting the
J.L. Long Middle School PTA!

ABOUT THE RUN

The 20th Annual Long Run starts and finishes at the front lawn of J.L. Long Middle School located at 6116 Reiger Avenue in Historic East Dallas. After the races; join runners, student groups, parents, families and community members for food, refreshments, and entertainment at one of the oldest and most established races in East Dallas.

This year's event will take place on **Thursday, October 20th** with festivities beginning at 5:30 pm. The **1 Mile Family Fun Run/Walk**, begins at 6:00 pm and encircles the J.L. Long Middle School and Woodrow Wilson High School campuses. The **5K Certified Run**, beginning at 6:30 pm, takes full advantage of the beautiful Santa Fe Trail then winds its way through the picturesque neighborhoods in Old East Dallas. Each entrant will receive a race t-shirt and dinner. In addition, awards will be given for the fastest runners in the various age categories.

Early registration, before Saturday, October 1st, is just \$20 per runner. This includes entry fee, 2016 Long Run t-shirt and a meal. Entry forms can be picked up at Luke's Locker (7317 Gaston Avenue, White Rock location), online at www.jllong.com or at the J.L. Long Middle School Office.

ABOUT THE CAUSE

The 20th Annual Long Run is the **only fundraiser** sponsored by the J.L. Long Middle School PTA. Proceeds are targeted to bridge critical gaps in the J.L. Long Middle School budget, including:

- Fees associated with the **International Baccalaureate Middle Years Program**
- Leadership Cadet Corps uniforms
- Instruments for band and orchestra
- Equipment for science labs
- Supplemental books and educational materials
- Entry fees and transportation for Long's Math & Science Team
- Entry fees and transportation for athletic and music competitions
- Transportation for student field trips to promote a college-bound culture

SPONSORSHIP

When you sponsor this event, you become part of your school community! Your tax-deductible contribution guarantees corporate exposure at the community level. Your business will be **prominently featured**:

- | | |
|---|---|
| - At the event | - In the race promotional materials (Silver Sponsors and above) |
| - In the community | - On race t-shirts (Silver Sponsor and above) |
| - School Website (Bronze Sponsor and above) | - School Directory |



Long Run Sponsorship Opportunities

\$5,000 TITLE SPONSOR

- Name or logo on race T-Shirts and all promotional materials
- Full page ad in J.L. Long Student Directory and live promotion on race day
- Prominent location at site event for information, product sales/giveaways
- Business logo on JL Long website for an entire year
- Twenty five race entries with t-shirts, race packets and yard sign

\$2,500 PLATINUM SPONSOR

- Name or logo on race T-Shirts with premier placement
- Full page ad in J.L. Long Student Directory and live promotion on race day
- Prominent location at site event for information, product sales/giveaways
- Business logo on JL Long website for an entire year
- Fifteen race entries with t-shirts, race packets and yard sign

\$1,000 GOLD SPONSOR

- Name or logo on race T-Shirts
- Full page ad in J.L. Long Student Directory and announcement on race day
- Prominent location at site event for information, product sales/giveaways
- Business logo on JL Long website for full year semester
- Yard sign or poster for businesses
- Ten complimentary race entries with t-shirts and race packets

\$500 SILVER SPONSOR

- Name on race T-Shirts
- ½ page ad in J.L. Long Student Directory and announcement on race day
- Business logo on JL Long website for fall semester
- Eight race entries with t-shirts, race packets and yard sign

\$250 BRONZE SPONSOR

- Name recognition in J.L. Long Student Directory and announcement on race day
- Business logo on JL Long website for fall semester
- Five race entries with t-shirts, race packets and yard sign

\$150 BUCCANEER FAMILY SPONSOR

- Name recognition in J.L. Long Student Directory and announcement on race day
- Seven complimentary race entries with t-shirts, race packets and yard sign

LONG RUN 2016 SPONSORSHIP CONTRACT

Name/Company Name: _____
(as you would like to be recognized)

Contact Name: _____

Mailing Address: _____

Phone + Email Address: _____

Signature: _____

Please indicate your Sponsorship Commitment Level (select one): _____

\$5,000	Title
\$2,500	Platinum
\$1,000	Gold
\$500	Silver
\$250	Bronze
\$150	Buccaneer Family

Please check all that apply:

In-Kind donation (to be used as prizes at the event OR giveaways in race packet) _____

Please refer to IRS publication 526 for rules regarding In-kind donations.

My contribution qualifies for a matching contribution by my employer: _____

T-shirts (please indicate amount and sizes):

Youth: L___ M___ S___ Adult: XL___ L___ M___ S___

OR

My company/family wishes to DONATE back our t-shirts to JL Long Middle School PTA _____

Please make checks payable to JL Long PTA and mail to 6341 Goliad Avenue, Dallas, Texas 75214

PLEASE NOTE THE PRINT DEADLINE IS THURSDAY SEPTEMBER 1ST

Please submit a jpeg of your logo and/or artwork no later than September 1st.

If you should have any questions or concerns, please do not hesitate to contact:

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