



Dear Perspective Sponsor,

The **Aging Ahead** Foundation is planning its second run/walk to be held on June 1 at Queeny Park and we are asking for your support. This year's "**Aging Ahead & Edward Jones 5K Run/1Mile Walk**" will build on the overwhelming success of last year's event and we invite you to join us as we support older adults **and** make a difference in our communities.

Publicity surrounding last year's event was impressive and we have plans to share news of our supporters in many ways. We have invited, again, KSDK's Rene Knott to serve as the Guest Race Director. We are confident that through your support and our publicity efforts, this year's turnout will exceed last year's number of runners/walkers.

Importantly, your tax-deductible sponsorship supports Meals on Wheels to over 2,800 seniors each day, the operation of 21 senior centers, transportation services, veterans' support, and many more important services and assistance for our seniors, who face hunger and economic crises daily. Consider that just \$25 supplies a home bound senior with a week of meals; \$500 supports construction of one wheelchair ramp, providing a safe option to live at home. Our attached fact sheet tells you much more about the critical services provided annually to nearly 40,000 clients in the St. Louis, St. Charles, Franklin and Jefferson Counties.

**There are four levels of sponsorship being offered:**

| <b>Level</b> | <b>Donation Amount</b> | <b>Benefits Included (listed below)</b>  |
|--------------|------------------------|--|
| Platinum     | \$1,500 and above      | Number 1-8 plus top billing, special mentions, name and/or logo on Fleet Feet Sports dedicated page for the event. |
| Gold         | \$1000                 | Number 2-7   |
| Silver       | \$500                  | Number 3-5   |
| Bronze       | \$200-\$250            | Number 4 and 5   |

**Benefits:**

1. Your business name or logo on event banner and other race day materials, event registration forms where possible, and postcard or other like mailings.
2. Your business logo on event T-shirts.
3. Sponsor name and/or logo displayed at the event site.
4. Freedom to place business materials (brochures, coupons, promotional items, etc.) in runner goody bags.
5. Sponsor name and/or logo on **Aging Ahead's** website and social Media.
6. Your table and information at the race site.
7. Five (5) employees race for free.
8. Ten (10) employees race for free.

We thank you for your help... it is much needed. Your reply by **March 15<sup>th</sup>** is appreciated to help ensure the name of your business is prominently noted on promotional materials and online sites. Any donation should be made out to Aging Ahead Foundation and direct it to the attention of Jan Keith at the address on this letterhead or at 636-207-4206.

Lisa Knoll  
**Aging Ahead**  
Chief Executive Officer

Ed Fitzhenry  
**Aging Ahead Foundation Board**  
President