

50th Annual Mill Street Run
Saturday, September 9, 2017

February 2017

Dear Business Owner,

What is now the running tradition that kicks off the cross country season for area schools, began in 1967 as the brainchild of a 20-something year old athlete and educator, John V. Mundy. This 5K foot race is run on the streets of Historic Bristol Borough in Bucks County and is a highly-anticipated competition for local athletes.

Held annually the Saturday after Labor Day, the day typically includes a girls' high school race followed by a boys' high school race with an open race saved for last. Now in its 50th year, this year's event will include special races, awards and surprises.

Each year, spectators line historic Mill Street in anticipation of the declared winner(s). "At the end of the day, it is about creating a positive experience in Bristol," Mundy says. The top high school male and female finishers receive medals for their accomplishment. The open race front-runners also receive awards according to the following age groups: 14 & under, 15-18, 19-29, 30-39, 40-49, 50-59, 60-69, 70 and over.

Many of the runners making up the bulk of the open race runners have been through the Mill Street Run as high school students before. "It means something to them, to come back and take part in this," explained Mundy of the returning runners. It also means something to the men and women of the Bucks County Rescue Squad, as the proceeds each year go to support the non-profit organization.

Grateful for the support of the Bristol Borough Business Association since its inception, the Mill Street Run Committee needs additional support from the local business community to continue providing a unique event that promotes healthy lifestyles for the whole family. We hope that you'll consider sponsoring the 50th Annual Mill Street Run, and we thank you for your time.

Sincerely,

John V. Mundy and the Mill Street Run Committee



50th Annual Mill Street Run

Sponsorship and Support Opportunities

Saturday, September 9, 2017

Races start and end on Mill Street, Bristol Borough, PA.

| Gold Sponsorship \$1,000 | Limited to 1 |
|--|---------------------|
| <ul style="list-style-type: none"> • Sponsor name/logo included on back of shirts given to open race participants • Acknowledgment during awards ceremony day of event • Sponsor name/logo included in email blasts promoting Mill Street Run • Sponsor name/logo on sponsor page of website with link to your page • Sponsor name/logo prominently displayed on all promotional advertising • Recognition in any event Press Releases • Social Media recognition | <i>Available</i> |
| Silver Sponsorship \$500 | Limited to 2 |
| <ul style="list-style-type: none"> • Sponsor name/logo included in email blasts promoting Mill Street Run • Sponsor name/logo on sponsor page of website with link to your page • Recognition in any event Press Releases • Social Media recognition | <i>Available</i> |
| | <i>Available</i> |
| Bronze Sponsorship \$250 | Limited to 4 |
| <ul style="list-style-type: none"> • Sponsor name/logo on sponsor page of website • Recognition in any event Press Releases • Social Media recognition | <i>Available</i> |
| | <i>Available</i> |
| | <i>Available</i> |
| | <i>Available</i> |

For questions or to discuss additional sponsorship opportunities not listed above, please contact John V. Mundy @ johnvmundy@yahoo.com or 215-801-0342.



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Organization Name: _____

Contact Name: _____ Position: _____

Contact Email: _____ Contact Phone #: _____

Organization Website: _____

We are not interested in a sponsorship package but enclosed is a donation of \$_____.

We are interested in the following Sponsorship Package:

Gold (\$1,000)

Silver (\$500)

Bronze (\$250)

Checks can be made payable to the 'BBBA' and mailed, along with this form, to PO Box 1293, Bristol, PA 19007. Logo should be emailed to BBBA1681@gmail.com.

**To receive maximum benefits of your sponsorship,
please respond no later than April 30, 2017.**



**Thank you for your anticipated support of this unique
community-strengthening event!**