



**SPECTRUM HEALTH**  
**Pennock**

Health & Wellness Center  
915 W Green Street  
Hastings, MI 49058  
269.948.3139

Dear Community Member,

After many years of volunteering and sponsoring the Summerfest Run in partnership with the Summerfest Committee, we are excited to announce that what was the 'Hastings Summerfest Run' is now the Spectrum Health Pennock Summerfest Run. Spectrum Health's mission is to improve health, inspire hope and save lives. Some of the ways we are trying to impact health is being more strategic in our community outreach and our connection to *health and wellness, underserved populations, inclusion and diversity, education and workforce development and arts and culture*. We believe that making this annual run a signature event provides a great opportunity to live our mission through prevention and wellness. Our sincerest appreciation goes to the Summerfest Committee for passing this event on to us.

Planning is well underway for this annual run/walk, as well as some exciting changes to the course that include a trip through Sweezy's Pond, faster straight-a-ways, cheer stations and creating high value sponsorships that align with health, community outreach and individual business needs.

The Summerfest Run averages 325 runners and walkers; our goal is to increase the number of participants through the enhancements made to this already great event. All proceeds from the race will benefit CenteringPregnancy®, a new program beginning at Spectrum Health Pennock late summer. CenteringPregnancy® is a group prenatal care program which helps to improve maternal and infant mortality rates, saving the lives of mothers and babies by addressing premature birth rates in Barry County and providing a support network for our moms well after the birth of their child. Additionally we are collecting new packs of diapers that will be donated to Family Support Services for their clients to help reduce stress on parents and improve infant health.

The Spectrum Health Pennock Summerfest Run is just one of many ways Spectrum Health is helping to build a healthy Barry County. We invite you to support the health of our community by being a 2019 Summerfest Run sponsor. Levels and benefits are outlined on the attached form. We also hope you will join us at the race.

Please take a moment to review the enclosed materials. Sponsorship commitments are due no later than Friday, July 19. Should you have questions about sponsorships, please call Tina Frank at 269.798.6829 for more information.

We look forward to hearing from you soon.

Sincerely,

Tina Frank, Jon Anderson & the 2019 Spectrum Health Summerfest Run Committee



## Sponsor Level & Benefits

### Pacesetter - \$1,250

- Kiosk sponsor – business name placed at top of ticket, discount or business name (one sentence) placed at bottom of ticket\* (one available)
- Logo on all race bibs (limit to three businesses)
- Large logo on the back of race shirt, listed at the top
- Company banner displayed at packet pickup and late registration, if supplied
- Company logo on event website and on a SHP Facebook post
- Mentions by emcee during race announcements
- Listed on sponsor thank you poster displayed at Spectrum Health Pennock Wellness Center and at race
- Display table/area to hand out company information and/or products to participants during race day
- Banner placed at start/finish line.
- Opportunity to set up Cheer Station on course (only four available)\*\*
- Six (6) race entries (\$180 value)

### Trailblazer - \$750

- Large logo on the back of race shirt
- Logo on event website and on a SHP Facebook post
- Mentions by emcee during race announcements
- Listed on sponsor thank you poster displayed at SHP Health & Wellness Center and at race
- Display table/area to hand out company information and/or products to participants during race day
- Two signs placed on race route
- Opportunity to set up Cheer Station on course (only four available)
- Four (4) race entries (\$120 value)

### Road Runner - \$500

- Small logo on the back of race shirt
- Name listed on event website and on a SHP Facebook post
- Mentions by emcee during race announcements
- Listed on sponsor thank you poster displayed at SHP Health & Wellness Center and at race
- One sign placed on race route
- Opportunity to set up Cheer Station on course (only four available)
- Three (3) race entries (\$90 value)

### Coach - \$250

- Name listed on the back of race shirt
- Name listed on event website and on a SHP Facebook post
- Listed as sponsor on thank you poster displayed at SHP Health & Wellness Center and at race
- One (1) race entry (\$30 value)

### Supporter - \$100

- Listed on sponsor thank you poster displayed at SHP Health & Wellness Center and at race

### In-Kind Donations

- Companies or individuals are welcome to support the event by donating items for door prizes or refreshments. Examples include gift baskets, gift certificates, fruit, cookies or unique gift items. Please contact Tina to discuss.

### All sponsors will be recognized in an ad in The Reminder.

\*Kiosk sponsor. Your businesses name or discount offer would be placed at the bottom of the kiosk ticket. There is space for one sentence. This is a ticket racers can print immediately after they complete the race to see their recorded results. It has been well received at many local races.

\*\*Cheer station. Gather colleagues, your company gear, banner, flags, etc. and set up a cheer station in a designated area on the course. Cow bells, music, and themed stations are welcomed! There are only four available, so let us know if you plan to participate. Cheer stations would be set up from 8 a.m. until last person comes through your area. Typically everyone finishes the race around 10 a.m.

# Spectrum Health Pennock Summerfest Run

Saturday, August 24, 2019



## SPONSOR COMMITMENT FORM

Yes, we would like to be a part of the 2019 Spectrum Health Pennock Summerfest Run:

- \$1,250 – Pacesetter
- \$750 – Trailblazer
- \$250 – Road Runner
- \$100 – Coach
- In-Kind Sponsor (Item Value \$\_\_\_\_\_)

Company Name:

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Contact Name:

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Email:

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Address:

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City/State/Zip:

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Daytime Phone:

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Fax:

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Signature:

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Date:

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### Payment Options:

- Send Invoice
- Check Enclosed (**Payable to: Spectrum Health Pennock**, Memo line: Summerfest Run)
- Credit Card Payment (To pay by credit card, please call 269.948.3139)

**Please respond with your choice by July 19, 2019 to:**

Tina Frank  
Spectrum Health Pennock  
Health & Wellness Center  
1005 W. Green Street  
Hastings, MI 49058  
269.798.6829  
Tina.frank@spectrumhealth.org