



Fort St. John Literacy Society  
#201, 10136 100 Ave  
Fort St. John, BC V1J 1Y6  
Ph: 250-785-2110  
Email: [info@fsjliteracy.ca](mailto:info@fsjliteracy.ca)  
[www.fsjliteracy.ca](http://www.fsjliteracy.ca)

August 1, 2023

We are super excited to announce the launch of our newest event, the 5KM Glow Run, and would like to ask that you consider coming on board as a sponsor this year.

This year's event will be held at Kin Park in Fort St. John on the evening of September 29, 2023. Our goal is to raise funds for the Fort St. John Literacy Society so that we can further enhance and expand the literacy programming offered to the community.

The Fort St. John Literacy Society was founded in 1990 and has since been dedicated to promoting a client centered vision of literacy to our community through the delivery of programs and lifelong learning opportunities. Literacy programs have a significant impact bettering the economic, social and civil life of our community.

Your support helps defray the cost of organizing the event and invites you to become involved in the community. Depending on the level of sponsorship you choose, funds received from sponsorship will be used to purchase medals for all finishers; cover promotional materials; event related costs such as rentals, venue and insurance etc. Any additional money from sponsorships will help go towards our fundraising goal of \$5,000 to expand our FREE programs offered to the community at the Fort St. John Literacy Society.

There are several levels of sponsorship available for the 5km Glow Run. See the attached breakdown for details and advertising opportunities for each level.

Thank you in advance for your consideration of becoming an event sponsor. Attached you will find the sponsorship application form that can be completed and submitted by mail/email. Or, please call or email Jessica Kalman to set up sponsorship and answer any questions.

Sincerely,

A handwritten signature in purple ink, appearing to read "Jessica Kalman".

Jessica Kalman

Executive Director & Literacy Outreach Coordinator

Office: 250-785-2110

Cell: 250-271-0811

[executivedirector@fsjliteracy.ca](mailto:executivedirector@fsjliteracy.ca)





## Sponsorship Levels



### Sponsorship Benefits

# Sponsorship Available

Platinum + Medal \$1,500	Gold \$1,000	Silver \$500	Bronze \$250	In Kind
2 of 2	2 of 2	2 of 4	8 of 8	

### Pre-Event Recognition

Social Media Promotion (Facebook, Twitter)

Website Presence

Email Blasts

Race Advertisements

Event Poster

Press Release

X	X	X	X	X
X	X	X	X	
X	X	X		
X	X			
X				
X				

### On-Site Recognition

Logo on Sponsor Board

Logo along race course (provided by you)

Corporate Item in goody bags (provided by you)

Logo on Medal Lanyards

X	X	X	X	X
X	X	X		
X	X			
X				

### Post-Event Recognition

Company Newsletter

Outgoing Press Release

Thank you Email Blast

First right of refusal for future events

X	X	X	X	X
X	X	X		
X	X			
X	X			



## 5KM Fun Walk/Run



## In Kind Sponsorship Opportunities

### Finish Line Sponsor - 1 available

- You will be responsible for providing water and a selection of fruit (apples, oranges, bananas) for the finishers
- Recognition on the sponsorship board
- Acknowledgement on the Literacy Society social media outlets
- Company logo to be displayed at finish line (signage provided by you)

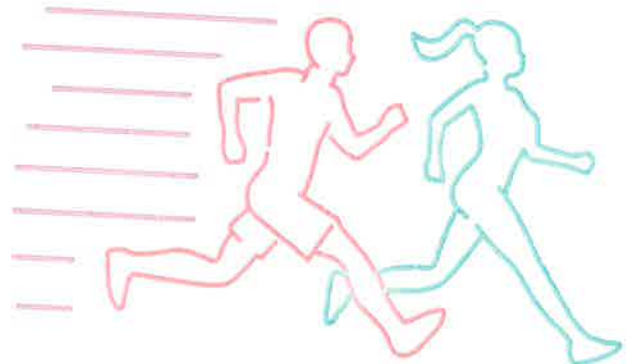
### In Kind Sponsor - see needs below

- Sponsorship benefits could vary depending on level of In Kind support

### In Kind Items/Services Needed:

- Sound System & DJ
- Warm up event
- On site medic available
- Media promotion
- Participant swag bag items
- Volunteers to help guide and motivate runners along the route

If you have another idea that is not listed above, we are open to hearing about it!





# 5KM Fun Walk/Run



## Sponsorship Application

Please complete the sponsorship form and email or mail it to:  
**Fort St. John Literacy Society**  
**Box 6196**  
**Fort St. John, BC V1J 4H7**  
info@fsjliteracy.ca

Note: Sponsorship benefits will commence once payment has been received.

Date: \_\_\_\_\_

Contact Information:

Company Name (as it will appear on promotional material):

\_\_\_\_\_

Contact Name: \_\_\_\_\_

Workplace Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov: \_\_\_\_\_ Postal: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website Address: \_\_\_\_\_

### Select Your Sponsorship Level

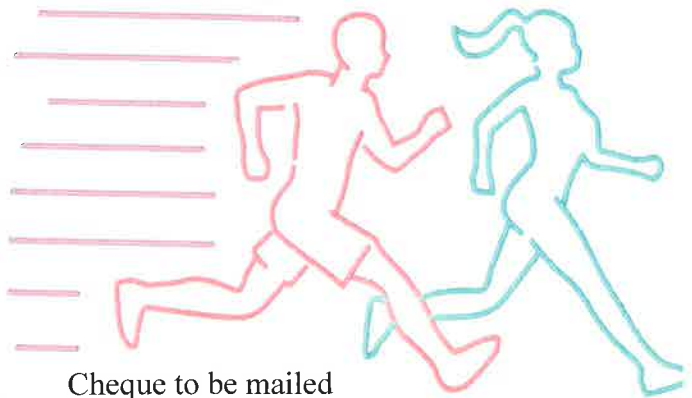
Platinum + Medal \$1,500 < to be confirmed by August 15th

Gold \$1,000

Silver \$500

Bronze \$250

In Kind



Payment:

Cheque Included

Cheque to be mailed

Fort St. John Literacy Society  
#201-10136 100 Avenue  
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