



December 1, 2016

Dear Prospective Sponsor:


The Jefferson County Alumnae Chapter of Delta Sigma Theta Sorority, Inc. proudly presents its **11th** Annual Fitness N Motion 5K Run/Walk & Health Fair on March 18, 2017. This is a fitness frenzy to allow friends and family to frolic all while funding some of our nationally and regionally partnered charities.

Delta Sigma Theta Sorority, Inc. is a private, not-for-profit, service-oriented organization whose purpose is to provide services and programs to promote human welfare. Fitness N Motion is part of a community effort to get families motivated and moving towards physical fitness. During the past years, this race has reached not only the avid runner/walker but also a population of non-dedicated walkers. The goal of the race has always been to aid in addressing obesity by encouraging the non-motivated person to get involved in a physical fitness routine which can start simply by walking. This year in Historic Kelly Ingram Park, we plan to provide an even better race day experience.

The day of events not only involve the race, but include:

- Good* Fitness – workout session, fitness tips, nutritional counseling, blood pressure & cholesterol screenings
- Great* Food – healthy cooking exhibition & tasting
- Gobs of* Fun – prizes will be awarded in various categories, kid's fun zone including moon walk & face painting
- Gratifying* Fellowship – enjoying seeing old friends & meeting new ones

And, since this is a team effort in motivating the community to move towards physical fitness, a “*good-willed*” monetary sponsorship from you would be *genuinely* appreciated. We welcome your sponsorship in this endeavor to



JEFFERSON COUNTY ALUMNAE CHAPTER
DELTA SIGMA THETA SORORITY, INC.
P.O. BOX 11024
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WWW.FITNESSNMOTION.ORG



make it even bigger and more successful this year but more importantly, to help make our **gifting** more **generous**. The funds raised will benefit the American Cancer Society, American Diabetes Association, Juvenile Diabetes Research Foundation & St. Jude. Sponsorship information is included in the packet. Your tax deductible donations can be made payable to the Delta Foundation.

We appreciate this opportunity and look forward to hearing from you soon. For additional information, please visit www.fitnessnmotion.org or contact Mikita King @ 205.540.0240. Attending the event - **GRAND!** Participating in the event - **GOLDEN!!** Becoming a sponsor of the event - **PRICELESS!!!!**

Thank you in advance for helping to bring Fitness N Motion to the community...**for our 11th year!**

Sincerely,

Mikita Heath King

Mikita Heath King, Chair
Physical & Mental Health Committee

Katrina McTyer

Katrina McTyer, President
Jefferson County Alumnae Chapter
Delta Sigma Theta Sorority, Inc.



Sponsorship Packages

PLATINUM \$1000	GOLD \$500	SILVER \$250	BRONZE \$100
1. Recognized as a sponsor on radio & tv advertisement	1. Recognized as a sponsor on radio & tv advertisement	1. Name on printed PR material	1. Name on printed PR material
2. Logo/name on printed PR material	2. Logo/name on printed PR material	2. Name on FNM website	2. Name on event banner
3. Recognized on Social Media	3. Link to website from FNM website	3. Name on event banner	
4. Link to website from FNM website	4. Logo/name on event banner	4. Free entry of 1 individual	
5. Logo/name recognition in newspaper ads	5. Logo/name recognition in newspaper ads	5. Vendor Space at event	
6. Logo/name on event banner	6. Free entry of 2 individuals		
7. Free Entry of 5 individuals	7. Vendor Space at event		
8. Vendor Space at event	8. 2 Reserved Parking Passes		
9. 5 Reserved Parking Passes			