



## SPONSORSHIP OPPORTUNITY!

### Greetings!

You are cordially invited to take advantage of this opportunity to sponsor the **10<sup>th</sup> Annual KIAI 5K Road Race** being held in Wakefield, RI on **Saturday, October 5, 2019**.

For the past nine years, hundreds of runners and walkers of all ages have come to Wakefield from throughout New England to take part in this fun, family friendly event benefiting the scholarship program of the **Karate Instruction Assistance Initiative – KIAI**.

**KIAI is a local nonprofit, 501(c)(3) charity organization** providing financial assistance to area children and families helping them to pay for karate lessons. More than an acronym, “**KIAI**” is a “*Spirit yell*” you hear shouted as students channel their inner strength and energy while practicing karate. It is also a Japanese word that translates to “*warrior or fighting spirit*.” Here at KIAI we know that when kids have the opportunity to benefit from quality karate instruction their spirits are ignited and their energies are channeled in positive ways!

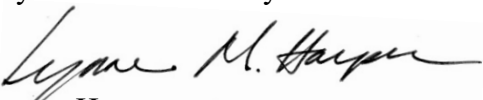
The benefits of learning karate are many providing opportunities for increased physical fitness, improved focus and self-esteem, and building important character traits like respect and compassion. Often, the kids who need these opportunities the most are financially unable to afford karate tuition. Since 2007, KIAI has partnered with area karate schools to negotiate class fees and ensure the school provides its students with a safe and supportive environment to learn in, and positive role models to learn from.

**The Annual KIAI 5K is our primary source of funding. The more funds raised through sponsorships like yours means more kids get an opportunity to improve their physical, mental and emotional health.** Serving the communities of Washington County, KIAI is currently supporting several students training at three different martial arts schools located in North Kingstown, Richmond, and Wakefield.

Due to the success of past events, to date, KIAI has awarded over \$120,000 in financial assistance to deserving students of qualifying families. Many scholarship students have gone on to achieve the rank of Black Belt or higher, stating that if it hadn't been for the KIAI financial support they received, they would not have gained the confidence, self-awareness and ability to persevere through challenges they learned through the teachings of karate.

***Please give a local kid the gift of self-confidence by kicking your own KIAI Spirit into high gear and becoming a Sponsor of the 10<sup>th</sup> Annual KIAI 5K today!***

Please review the attached sponsorship information and take advantage of the many benefits offered. Thank you in advance for your consideration.






  
Lynne Harper  
Race Director & KIAI Board Secretary

  
Julie Conte  
Sponsorship Chair & KIAI Board Treasurer

## SPONSORSHIP OPPORTUNITIES

KIAI invites you to earn an honorary karate belt by picking one of the four monetary sponsorship levels offered. Each include all the ways your business's commitment to improving the lives of youth in your community will be honored as a valued sponsor.

In addition, we are also seeking in-kind donations of products, gift certificates/gift cards to use as raffle items, awards and race day supplies to support and thank all the event participants.

<u>SPONSORSHIP RANKS &amp; BENEFITS</u>	
 <b>IN-KIND</b>	<b>WHITE BELT SPONSOR</b> <ul style="list-style-type: none"> <li>Name on list of in-kind gift and raffle prize donors displayed at event on race day.</li> <li>Additional forms of recognition may be negotiated dependent upon actual retail value of items</li> </ul>
 <b>\$150</b>	<b>GOLD BELT SPONSOR</b> <ul style="list-style-type: none"> <li>Name displayed on event page of KIAI website.</li> <li>Name displayed on the *Athlinks Race Registration website</li> <li>Name displayed on back of event t-shirt given to participants</li> <li>Printed &amp; verbal recognition on race day during opening and closing ceremonies</li> <li>One (1) complimentary race registration for you, a family member or an employee &amp; t-shirt</li> </ul>
 <b>\$300</b>	<b>BLUE BELT SPONSOR</b> <i>In addition to ALL benefits listed above</i> <ul style="list-style-type: none"> <li>Logo INCLUDED on event page of KIAI Website &amp; Facebook page</li> <li>Logo INCLUDED on the *Athlinks Race Registration website</li> <li>Logo INCLUDED on back of event t-shirt</li> <li>Name &amp; logo displayed on sign along race route</li> <li>Company marketing materials in race packets</li> </ul>
 <b>\$600</b>	<b>BROWN BELT SPONSOR – Funds 6 months of karate instruction!</b> <i>In addition to ALL benefits listed above</i> <ul style="list-style-type: none"> <li>Links out to your business from listings on KIAI Website &amp; Facebook page</li> <li>Link out to your business from listing on the *Athlinks Race Registration website</li> <li>Logo INCLUDED on back of event t-shirt</li> <li>Name &amp; logo displayed on two signs along race route.</li> <li>One (1) additional complimentary race registrations</li> </ul>
 <b>\$1,200</b>	<b>BLACK BELT SPONSOR – Funds a full year of karate instruction!</b> <i>In addition to ALL benefits listed above</i> <ul style="list-style-type: none"> <li>Premier placement on back of event t-shirt given to participants</li> <li>Name &amp; logo displayed on signage at the start &amp; finish lines &amp; along race route</li> <li>Two (2) additional complimentary race registrations</li> </ul>

\*With over 1-million active members, Athlinks is one of the Nation's leading athletic event connectors. Race event information & associated sponsors are seen thousands of times per day by members actively searching the site or being automatically notified of upcoming events in their interest areas.

**August 30, 2019 is the DEADLINE to get all information, payment, logos and web links to KIAI to guarantee all benefits. The sooner you commit, the sooner your business benefits!**



# SPONSORSHIP COMMITMENT FORM

To secure desired level of benefits please complete and return this form with payment & logos  
**NO LATER THAN 5PM AUGUST 30, 2019**

**CONTACT NAME:** \_\_\_\_\_

**COMPANY:** \_\_\_\_\_

**COMPANY ADDRESS:** \_\_\_\_\_

**EMAIL ADDRESS:** \_\_\_\_\_

**PHONE NUMBER:** \_\_\_\_\_

**YES, I want to sponsor the KIAl 5K at the following level(s)**

BLACK BELT - \$1,200

BROWN BELT - \$600

BLUE BELT - \$300

GOLD BELT - \$150

WHITE BELT - In-Kind gift(s). Contact me for details.

## METHOD OF PAYMENT

\_\_\_\_\_ Personal or company **check made payable to: "KIAl"**

\_\_\_\_\_ Invoice me at the above address

\_\_\_\_\_ Please charge my: \_\_\_\_\_ VISA \_\_\_\_\_ MasterCard

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_

Print Card Holder Name: \_\_\_\_\_

**Thank you for your support!**

A KIAl representative will follow up with you to confirm receipt of requested sponsorship information, payment, and to make any necessary arrangements to receive any artwork/logo, company literature and promotional items.

### DIRECT QUESTIONS & COMMENTS TO:

JULIE CONTE, SPONSORSHIP CHAIR

Ph: (401) 932-7713

Email: [jmmconte@gmail.com](mailto:jmmconte@gmail.com)

### MAIL THIS FORM AND PAYMENT TO:

KIAl 5K

PO Box 274

Wakefield RI 02880

Or contact us to arrange pick-up

*The Karate Instruction Assistance Initiative, KIAl is a nonprofit, 501(c)(3) charity organization (E.I.N. 20-8568521).  
A copy of our IRS Tax-Exempt designation letter is available upon request.*