



www.AuburnBlueMile.com

run like you stole it!



Sunday, June 14, 2015

run like you stole it!

why the blue mile?

IT ALL STARTS WITH THE FIRST MILE. Welcome to the **Blue Mile** – Maine's premiere one mile road race. This unique race is short, fast and lots of fun for the whole family! There will be many different race divisions - from the kids fun run mile to the public safety mile...with everything in between, this event is for every runner at every level.

Blue Mile is the **ONLY** one mile road race in Maine! Runners from all over will meet in Auburn, Maine for this fun, competitive race, so your business, your logo and your message will reach a wide and diverse audience - both adult and youth.

Join us and just watch what we can do together. We sincerely hope that you will partner with us on this amazing journey.

why pal?

The Auburn Police Department looked at four years of crime data and found that twenty three percent of all crimes committed by youth offenders in Auburn took place within an area of less than half a square mile. Twenty five percent of all police calls for service and twenty eight percent of all youth victims were victimized in this same area. In an effort to transform these statistics and provide positive, horizon-broadening experiences for at-risk youth in our city, the Auburn Police Department established the **Auburn Police Activities League (PAL)**.

*"This is our **VERY FIRST** Blue Mile. We are excited and so proud to host a unique and fun event that encourages fitness, community spirit and philanthropy while supporting our PAL Center and its programs for at-risk kids." Police Chief Phil Crowell*

Auburn PAL has recently opened the **PAL Center** in the Chestnut Street neighborhood, right at the heart of the half-square mile area identified by crime data. The numbers tell us this is an area that needs a special focus. With the help of volunteers, the Center provides educational and athletic activities for kids after school and during the summer, not to mention positive interaction with police officers. PAL encourages and develops leadership in youth and fosters communication, understanding, and mutual respect between youth, the community and police. **Blue Mile helps raise much-needed funds to support the programs & mission of the PAL Center.**

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What makes the Blue Mile so unique is its length – almost everyone can run a mile. So, while we sincerely hope that you will join us as a corporate partner and sponsor the Blue Mile with your generous financial gift, we also want your participation in the race itself. With divisions for every age group (we will even have a race for law enforcement and firefighters!), we encourage your business to organize a team of runners to take the challenge and run their best mile ever! They will have lots of fun and **change a child's life.**

Highlights from our first year at PAL



More than 100 kids received brand new running shoes and/or winter boots at the PAL Center.

With guidance & instruction from Master Gardeners from the University of Maine Cooperative Extension, the PAL kids created an incredible community garden full of flowers and vegetables.



Auburn kids between the 3rd grade and 8th grade spent time at the PAL Center, getting homework help, learning from mentors, cooking, playing games and having FUN in a safe environment with trusted volunteers.

More than 100 kids participated in the “Chestnut Street Champions” PAL summer running program! Twice a week, these kids trained together, learned about fitness and teamwork and had a blast. Some of them even ran in the Lake Auburn Half-Marathon Kids Run.





SPONSORSHIP MENU

Timing Sponsor | \$10,000

Fifteen complimentary race registrations
Logo prominently placed on all event advertising materials
Inclusion in all Auburn PAL communications promoting the event (press releases, e-mails, etc.)
Logo prominently placed on t-shirts
Logo on PAL and Blue Mile websites with link to business/organization site
Company name stated as timing sponsor
Vendor/display table at Blue Mile
Inclusion of approved brochures/collateral marketing materials/giveaways in attendee 'goodie bag'
Mention from stage twice during event
Display (2) company banners: at the start & finish lines

Race Bib Sponsor | \$5,000

Ten complimentary race registrations
Logo on all event advertising materials
Logo on race bibs worn by participants
Logo on t-shirts
Logo on PAL and Blue Mile websites with link to business/organization site
Vendor/display table at Blue Mile
Inclusion of approved brochures/collateral marketing materials/giveaways in attendee 'goodie bag'
Mention from stage once during event
Display (1) company banners at event

Quarter mile Sponsor | \$2,500

*Only ONE quarter mile sponsorship will be sold
Five complimentary race registrations
Logo on all event advertising materials
Logo on signage at quarter mile mark
Logo on t-shirts
Logo on PAL and Blue Mile websites with link to business/organization site
Inclusion of approved brochures/collateral marketing materials/giveaways in attendee 'goodie bag'

Half mile Sponsor | \$2,500

*Only ONE half mile sponsorship will be sold
Five complimentary race registrations
Logo on all event advertising materials
Logo on signage at half mile mark
Logo on t-shirts
Logo on PAL and Blue Mile websites with link to business/organization site
Inclusion of approved brochures/collateral marketing materials/giveaways in attendee 'goodie bag'
Display (1) company banners at event

Three-quarter mile Sponsor | \$2,500

*Only ONE three-quarter mile sponsorship will be sold
Five complimentary race registrations
Logo on all event advertising materials
Logo on signage at three-quarter mile mark
Logo on t-shirts
Logo on PAL and Blue Mile websites with link to business/organization site
Inclusion of approved brochures/collateral marketing materials/giveaways in attendee 'goodie bag'
Display (1) company banners at event

T-shirt Sponsor | \$1,500

*Only ONE t-shirt sponsorship will be sold
Five complimentary race registrations
Logo on all event advertising materials
Logo on sleeve of 400 Blue Mile t-shirts
Logo on PAL and Blue Mile websites with link to business/organization site

Race Medal Sponsor | \$750

*Only ONE Race Medal sponsorship will be sold
Five complimentary race registrations
Logo on all event advertising materials
Logo on race medals that will go to all participants
Logo on PAL and Blue Mile websites with link to business/organization site

Water (label) Sponsor | \$500

*Only ONE Water (label) sponsorship will be sold
Five complimentary race registrations
Logo on all event advertising materials
Custom water labels with sponsor logo on all bottled water
Logo on PAL and Blue Mile websites with link to business/organization site

Water Bottle Sponsor | \$500

*Only ONE Water Bottle sponsorship will be sold
Five complimentary race registrations
Logo on all event advertising materials
Custom plastic water bottles with sponsor logo (one color)
Logo on PAL and Blue Mile websites with link to business/organization site

Sport Towel Sponsor | \$300

*Only THREE Sport Towel sponsorships will be sold
Logo on cotton towels (1 color)
Logo on PAL and Blue Mile websites with link to business/organization site

"Be a PAL" Sponsor | \$100 One 'scholarship' registration & a pair of running shoes for a deserving individual.

EVERY gift helps.

Your contribution to Auburn PAL helps build a stronger community by supporting at-risk kids!

Yes! I would like to support the **BLUE MILE** and Auburn PAL at the following level:

- ___ Timing Sponsor | \$10,000
 - ___ Race Bib Sponsor | \$5,000
 - ___ Quarter Mile Sponsor | \$2,500*
 - ___ Half Mile Sponsor | \$2,500*
 - ___ Three-Quarter Mile Sponsor | \$2,500*
 - ___ T-shirt Sponsor | \$1,500
 - ___ Race Medal Sponsor | \$750
 - ___ ~~Water (label) Sponsor | \$500~~ **SOLD**
 - ___ Water Bottle Sponsor | \$500
 - ___ Sport Towel Sponsor | \$300 **ONLY TWO REMAINING**
 - ___ Be a PAL Sponsor | \$100
- *subject to availability

I am unable to sponsor at any of the above levels.

Please accept my contribution to Auburn PAL in the amount of: \$ _____

Organization _____

Individual/Contact Name _____

Organization website _____

Address _____

E-mail _____ Phone _____

Please make checks payable to: "**Auburn PAL**" and remit (with form) to:

Auburn Police Department, Attn: Auburn PAL, 60 Court Street, Auburn, Maine 04210

E-mail your high-resolution logo to: **LAllen@auburnmaine.gov**.

The Auburn Police Activities League (PAL) is a 501(c)3 charitable organization. Your gift is tax-deductible.

Terms and Conditions of Sponsorship

The terms and conditions outlined herein have been established for the mutual benefit and protection of the Sponsor and the Auburn Police Activities League - PAL (a non-profit organization) - and may not be modified unless in writing signed by both parties. The Sponsor agrees to these terms and conditions as an integral part of this binding contract. Please read carefully to avoid any misunderstandings.

1. Checks, cashier's checks and money orders are acceptable forms of payment. Sponsorship benefits are conditional upon payment of sponsorship fee. The Sponsorship fee is due at the time of commitment.
2. The sponsor benefits listed in this document for each respective sponsorship level constitute the entire package of benefits offered to sponsors. Auburn PAL is under no obligation to provide additional benefits not mentioned in this document, whether promised otherwise or not, unless agreed in writing by the President of Auburn PAL.
3. Unless otherwise stated in writing by the Sponsor, the Sponsor permits Auburn PAL to use the Sponsor's name and/or logo in promotional materials, advertising, and public announcements relating to the PAL Center. The Sponsor further represents and warrants that it has the right to grant this permission. It being understood that the Sponsor shall retain all ownership rights in its trademarks, and that any goodwill related to the use of the Sponsor's trademarks shall inure to the benefit of the Sponsor, the Sponsor shall hold the Auburn Police Activities League harmless against any and all actions related to PAL's use of the Sponsor's trademarks.
4. The Auburn Police Activities League reserves the right to decline the sponsorship support of any organization or firm.
5. The Sponsor recognition items listed in this sponsorship menu are considered a "new sponsorship." Previous gifts and in-kind gifts do not qualify.

I agree to the Sponsorship Terms and Conditions above. _____ Date _____

PAL Center Use Only:

Form Rec'd _____	
Logo Rec'd _____	
Paid On _____	
Check # _____	