



SAINT LUKE'S  
PRESBYTERIAN CHURCH

# TARTAN 5K 10K TROT



**February 4, 2017**  
**Sponsorship Proposal**

**[www.tartantrot.com](http://www.tartantrot.com)**



# On your mark...get set...GO!

## Announcing the 11<sup>th</sup> annual Tartan Trot!



On February 4, 2017, an anticipated 1,500 runners will gather to the sound of bagpipes to compete in the 2017 Tartan Trot 5K/10K race. The Tartan Trot is a fast-growing Dunwoody road race event featuring two qualifying races. Last year, the race hosted more than 1,100+ runners and raised approximately \$110,000+. These funds, along with generous donations from corporate and individual sponsors, helped Saint Luke's provide financial and hands on support to many outreach partners locally and around the world.

### Why Tartan Trot?

The Presbyterian Church traces its roots to 16th century Scotland and the Reformation. Each year Saint Luke's Presbyterian Church sets aside one weekend to celebrate our heritage and remind us of our connection to Scotland.

### How Can You Help?

Become a Tartan Trot Sponsor at one of the levels outlined in the sponsorship packet. The sponsorship package will provide you information related to publicity and promotion opportunities for your business.



Thank you for  
your support of the 2017  
Tartan Trot 5K/10K.

# ABOUT US

Saint Luke's Presbyterian Church is a 45-year old congregation of the Presbyterian Church (U.S.A.) in the heart of Dunwoody, Georgia. With over 850 members, our church is dedicated to an active outreach ministry which supports our local, national and international partners. Funds raised through businesses that sponsor the *Tartan Trot* race enable us to support the following organizations:

## Local Outreach Partners

**Habitat for Humanity International** is a nonprofit, ecumenical housing ministry, whose mission is to eliminate poverty and homelessness from the world and to make decent shelter a matter of conscience and action. Today, Habitat has built over 350,000 houses around the world. Saint Luke's Presbyterian Church has financed and built twenty houses with Habitat for Humanity for families in the Atlanta area. For more information, visit [www.habitat.org](http://www.habitat.org)



**Mountain T.O.P (Tennessee Outreach Project)** is an interdenominational, non-profit Christian Mission dedicated to rural life ministry in the Cumberland Mountains of Tennessee. Mountain T.O.P. seeks to empower those it serves through a philosophy of partnership -- with



the community, local businesses, friends of the ministry and participants. For more information, visit [www.mountain-top.org](http://www.mountain-top.org)

**Interfaith Outreach Home (I.O.H.)**, located on Buford Highway, is a transitional home for 8-10 families that provides shelter, daycare, employment counseling, food, medical and dental services, budgeting assistance, tutoring, adult education, and help with permanent housing. The I.O.H. helps families caught in the cycle of poverty and eviction while assisting them to regain self-sufficiency. For more information, visit [www.iohome.org](http://www.iohome.org)

**Community Assistance Center (CAC)** was formed to unite community efforts in response to requests for emergency assistance. The CAC is funded by 17 local churches and synagogues and assists people in the Sandy Springs/Dunwoody area who have experienced sudden changes in economic circumstances. The CAC provides food, clothing, health screening, referrals, and financial assistance for rent and utilities. For more information, visit [www.ourcac.org](http://www.ourcac.org)

**Journey: The Road to Self Sufficiency** at Druid Hills Presbyterian Church provides transitional housing for 30 men who are employed or actively seeking work. For more information, visit [www.journeyshelter.org](http://www.journeyshelter.org)

**Thornwell Home for Children** serves boys and girls from infant to young adult who have experienced abuse, neglect, abandonment and other family crises. Thornwell provides loving homes, nurture, food, clothing, medical and dental care, counseling as well as educational and faith development opportunities. For more information, visit [www.thornwell.org](http://www.thornwell.org)

**Family Promise** is a partnership ministry of congregations within a community helping families who are facing homelessness. Saint Luke's is a founding congregation of Family Promise North Fulton/Dekalb and houses their office and Day Center. The ministry uses established community resources: houses of worship for lodging, congregations for volunteers, existing facilities for day programs at a third of the cost of traditional shelters. For more information, visit [www.familypromisefd.org](http://www.familypromisefd.org)

## International Outreach Partners



**Alliance for International Reforestation (A.I.R.)** is a nonprofit, non-governmental program that assists local communities in Guatemala in conserving their environment through reforestation, farming and education. Other programs include education in local schools and construction of fuel-efficient home ovens. For more information, visit [www.airguatemala.org](http://www.airguatemala.org)

**Maji Mazuri Centre** is an oasis for homeless children, at risk youth and the poor. Headquartered in Nairobi, Kenya, the Centre helps the underserved escape the bondage of poverty, ignorance and myth to become fully developed individuals. For more information, visit [www.majimazuri.org](http://www.majimazuri.org)

**HOI: Honduras & Nicaragua** is a non-denominational, Christian organization dedicated to building life-changing relationships between the people of local communities and caring North Americans and other nationalities. For more information, visit [www.hoi.org](http://www.hoi.org)

**Acción Ministries** is a housing and educational ministry serving the low income populations in the Yucatan Peninsula of Mexico. For more information, visit [www.friendsofaccion.com](http://www.friendsofaccion.com)



**Stop Hunger Now** is an international hunger relief organization that coordinates the distribution of food and other life-saving aid around the world. For more information, visit [www.stophungernow.org](http://www.stophungernow.org)

**Drs. Les and Cindy Morgan**, medical missionaries to Bangladesh offering medical, educational services and compassion to the people of their area.

# TARTAN TROT PRESENTING SPONSOR 2017

PRESENTING SPONSOR: \$15,000

## Publicity and Promotion Opportunities

### Prominent placement of corporate logo in all Pre-Race advertising including:

- ❖ Opening page of Tartan Trot Website and other Running Websites
- ❖ Race Posters (will be placed in businesses in Dunwoody/Sandy Springs area)
- ❖ Race Registration Forms (will be sent to 15,000+ potential runners)
- ❖ 3'x6' Banner on Mt. Vernon Rd. for 3-4 weeks prior to race
- ❖ Table centerpieces for pre-race Dinner

### Race Day Publicity and Post Race Advertising

#### Corporate logo prominently placed on:

- ❖ Official Race Shirt given to all participants and volunteers
- ❖ Finish Line Banner
- ❖ Race Appreciation Flyer given to all participants

### Other Publicity and Promotion

- ❖ Verbal Mention throughout hour prior to start of race and at awards ceremony
- ❖ Opportunity for Premier Promotional Space on race day
- ❖ 30 Free Race Registrations with t-shirts



## OTHER TARTAN TROT SPONSORSHIP LEVELS

	\$10,000	\$5,000	\$2,500	\$1,250	\$500	\$250
Logo on back of shirt	✓	✓	✓	✓	✓	
Logo on event signage	✓	✓				
Verbal acknowledgement at race start & awards	✓	✓	✓	✓	✓	
Formal mention at Pre-Race dinner	✓	✓	✓	✓	✓	
Promotional space on race day	✓	✓	✓	✓	✓	
Number of complimentary race entries	20	10	8	6	4	3
Logo on posters to be placed in Dunwoody businesses (must be received by Oct. 1)	✓	✓	✓	✓	✓	
Logo on Tartan Trot website	✓	✓	✓	✓	✓	
Logo on Finish Line banner	✓	✓	✓	✓		



# SPONSORSHIP AGREEMENT FORM



**Thank you for your company's generous investment in this community event.**

**Proceeds benefit local / international outreach partners and youth programs of Saint Luke's Presbyterian Church. Your contribution is tax deductible to the extent of the law.**

Company Name: \_\_\_\_\_

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

Contact Person: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

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

Preferred Method of Contact: \_\_\_\_\_

Fax: \_\_\_\_\_ Website: \_\_\_\_\_

## **Our Company's Investment will be:**

- Sponsor Level \$15,000
- Sponsor Level \$10,000
- Sponsor Level \$5,000
- Sponsor Level \$2,500
- Sponsor Level \$1,250
- Sponsor Level \$500
- Sponsor Level \$250



Authorized signature: \_\_\_\_\_

Please return this form to:  
Saint Luke's Tartan Trot  
1978 Mt. Vernon Road, Dunwoody, GA 30338

Questions...

Laura Singley, Sponsorship Chair, Email: [laurasingley@att.net](mailto:laurasingley@att.net)

OR

Marty Whitcomb, Race Director, Email: [marty@acapella-design.com](mailto:marty@acapella-design.com)