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www.A-BT.org



14th ADA Memorial 5k
www.ADAMemorial.org

Access to a Better Tomorrow, Inc., is a 501(c)(3) non-profit organization whose mission is to ensure Georgians with disabilities have equal opportunities to enjoy life, liberty, and the pursuit of happiness. We invite you to join us as a sponsor, and by doing so you will affirm your commitment to an inclusive community, the principles of the ADA, and that your company is welcoming and open to business for persons with disabilities.

A Glimpse of the Event

When: July 25, 2015

Why: 25th Anniversary of the Americans with Disabilities Act

Where: Downtown Square, Gainesville, GA

The 5K race day registration will begin at 7am and the race will start at 8am. The running event will begin near the start of Spring Street in front of the Arts Council, and travel towards the Historic Downtown Square in Gainesville. The race course travels through Gainesville's beautiful shaded neighborhoods. Runners will see the Stately Oaks in the Brenau area, race back towards the square on Brenau Avenue, and turn on Bradford Street to make a circle and run by the shady Ivey Terrace, with slight uphill and downhill running.

Clay Christy and Brickhouse Mobile DJ will keep the atmosphere light, and we'll have great snacks and refreshments for all participants to cool down with. Running shirts will be offered this year, and custom medals will be presented to the top three runners in 16 different age groups and wheelchair divisions. The 16 award categories are more than any running event in North Georgia. The awards ceremony will follow after the conclusion of the running event, with the times announced, and a proclamation read. Sponsors will be announced throughout the event, and on our 4'x8' sponsor board on-site.

Expose your business in our advertising and website, shirts, goody bags, banners, vendor spaces and more. Below we have provided information on the disability community, and details of all sponsorship levels. We hope you will join us for this important awareness and wellness event, and help us help others on the 24th Anniversary of the ADA.

The Disability Market

- The aggregate income of people with disabilities tops \$1.1 trillion.
- Consumers with disability have \$220 billion in discretionary income.
- Of the 69.6 million families in the United States, 20.3 million have at least one member with a disability.
- Companies marketing to people with disabilities can reach as many as four in every 10 consumers.
- Four out of 10 people with disabilities conduct business and personal activities online.
- According to a General Accounting office report, implementing the Access provisions of the ADA has increased revenues in the hotel and hospitality industry by 12 percent.
- Three in four adults say they would be likely to switch to a brand associated with a good cause (1997 Cone/Roper Cause-Related Marketing Trends Report).

Please submit the enclosed Sponsorship Letter of Agreement by Monday, June 15th to be included in all promotional materials.

There are 5 levels of sponsorship for the *ADA Memorial 5K*

Size of logos on t-shirts, sponsor board and website are based on sponsorship level.

Diamond Sponsor - \$2,500

Logo/Name on: All Advertising, t-shirt, start/finish line inflatable, sponsor board, website logo/link, 2 tables, 25 free race registrations, announcements during event and awards ceremony.

Platinum Sponsor - \$1,000

Logo/Name on: Print Ads t-shirt, start line banner, website, 1 table, 10 free race registrations, announcements during event and awards ceremony.

Gold Sponsor - \$500

Logo/Name on: T-shirt, website, sponsor board, 5 free race registrations, announcements during event and awards ceremony.

Silver Sponsor - \$250

Logo/Name on: T-shirt, Sponsor board, & Website

Bronze Sponsor - \$100

Name on Sponsor board

Thank you in advance for your consideration. The ADA Memorial 5k is the main fundraiser of Access to a Better Tomorrow, Inc. Please email your company logo in .EPS format to the following address to: justinp@a-bt.org



13th Annual ADA Memorial 5k Race
Sponsorship Letter of Agreement

Company/Sponsor(s) Name:

Hereby agrees to provide a financial sponsorship for the 14th Annual ADA Memorial 5k on Saturday, July 25, 2015 in support of the ABT mission and the ADA anniversary. As a sponsor, I agree to submit payment and provide digital art work for online & print media by June 15, 2015. Company also agrees to promote event to the community, in applicable company newsletters and website. Registration forms include a liability waiver for all sponsors, and there will be a \$1M insurance policy covering all participants.

Please check appropriate sponsorship

_____ Diamond Sponsor: \$2,500
_____ Platinum Sponsor: \$1,000
_____ Gold Sponsor: \$500
_____ Silver Sponsor: \$250
_____ Bronze Sponsor: \$100

Company

Address

City

State

Zip Code

Representative Name

Email

Phone Number/Fax

Authorized Signature

Date

Please send completed agreement and make check payable to:

Access to a Better Tomorrow, Inc.
4689 Price Road, Gainesville, GA 30506-2508
Email: justinp@a-bt.org
Fax: (866) 372-0296
TIN: 27-4963246