



February, 2011

Dear Business Owner and/or Service Provider,

Once again, runners and walkers from all across the Midwest are invited to participate in the Prairie du Chien Half Marathon and 5K Race and to experience the beauty and friendliness of Prairie du Chien. The 5th Annual Prairie du Chien Half Marathon will be held Saturday, May 7, 2011, and is a 13.1 mile competitive race. For a second year, a 5K race will be part of the fun on race day. The 5K has proven to attract shorter distance athletes, as well. Seasoned racers and first-time walkers are all welcome to participate and enjoy Prairie du Chien in a unique way. The race courses highlight our beautiful city, the majestic river bluffs, our many historic sites, and our unique downtown businesses. The race has been a wonderful success the last four years. We had over 300 registrants last year, with many traveling from as far away as Massachusetts, Ohio, and Kansas. For many, it was their first visit to our lovely community. We anticipate the number of racers to increase each year. This will bring repeated exposure, interest, and tourism dollars to the city of Prairie du Chien and surrounding areas.

Planning for race day requires an enormous amount of time, commitment, and financing. The rewarding success of past races was due, in part, to the wonderful generosity of area sponsors. As in the past, we are seeking donations and/or sponsorships from area businesses. We offer several different opportunities for businesses to support the race and receive valuable promotion as a result.

Sponsorship Levels and Benefits:

Level I: \$200.00 Cash or In-Kind Donation

- Business name listed on the back of the Half Marathon & 5K T-Shirt
- 1 free entry to the race

Level II: \$350.00 Cash or In-Kind Donation

- Name & Logo on back of T-shirt
- 2 free entries to the race
- Logo placement on the race website (pdchalfmarathon.com)

Level III: \$500.00 Cash or In-Kind Donation

- Name & Logo on back of T-shirt
- 3 free entries to the race
- A link to your website on the race website (pdchalfmarathon.com)

Level IV: \$1000.00 Cash or In-Kind Donation

- Name & Logo on back of T-Shirt
- 4 free entries to the race
- A link to your website on the race website (pdchalfmarathon.com)
- Business name and/or logo placement on banner at race start & finish

We invite you to also consider adopting an aid station. There are several locations throughout the race where volunteers are needed to provide liquids to race participants. The aid stations need to be staffed from 7:30 a.m. – 11:30 a.m., with 2-3 volunteers present at all times. If your business would like to “adopt” an aid station, you may display your sign or advertising at the station as a way to promote your business. We encourage you to be creative! This is a very tangible way to support the race and to inform race participants and spectators about your business. There is no cost to your business, but the help is invaluable and you will have fun! (All liquids will be provided by the race.)

We also provide an opportunity for promotion through the “Goodie Bags” given to each race participant. If you have a coupon, gift certificate, or small item you would like to share with the racers, please send an email to the address listed below. (Note: All items needed by April 15.)

Athletic tourism is a big market, and we are in competition with other communities to attract athletes. This race will never be a big race, attracting thousands, like many in larger cities, but we can make it the BEST small race! I would like to share with you a comment received from one of our racers: *“Thanks so much for putting together another great race for this year. This was the 3rd year that I've run the PdC half marathon, and I have no intention of stopping anytime soon. It's great to see a small town and dedicated group of people pull together for such a great event. I've run races both large and small, and few can match the personalized touch that you offer. Thanks again and see you next year!”*

The Prairie du Chien Half Marathon and 5K races promote Prairie du Chien to a previously untapped market of athletes and tourists. This is a great way for your business to be promoted to new customers! I look forward to working with you to find innovative ways to promote the races, your business, and our wonderful community. Please do not hesitate to contact me if you have any questions.

I sincerely thank you for your time and consideration. I hope to hear from you soon.

Best Regards,

Linda Hansen
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