

March 17, 2018



## **Tampa Bay Runners**

*presents*

**37th Annual Driscoll's Strawberry Classic**  
**10K – 5K – 1 Mile Fun Run, 15k challenge (5k+10k)**  
**Saturday, March 17, 2018**  
**Temple Terrace, FL**

Dear friends, neighbors, businesses, and supporters past and present,

The **Tampa Bay Runners**, a non-profit fitness group, is hosting the **37th Annual Driscoll's Strawberry Classic** on **Saturday, March 17, 2017**. The Strawberry Classic is one of the premier races in the Tampa Bay area and in 2015 had the distinction of being ranked **#4 most scenic 15k** and **#4 best organized 15k** in Florida by **Florida Running and Triathlon Magazine**. In past years, we have had over 700+ participants with about 85% of the entrants residing and working locally.

During just the past 6 years of facilitating the **Strawberry Classic**, we have raised nearly **\$50,000** for charity. The club doesn't pay any of its board members. 85% of all donations go directly back to our chosen charities and the next year's race. For about six months, Tampa Bay Runners members volunteer their time to create the best experience for all of the sponsors and racing participants. We pride ourselves in supporting/promoting local charities and businesses.

### **What do we need?**

We are seeking a partnership with your business to continue to make the Strawberry Classic a success. As a partner, you will experience an increased awareness of your group's interests and goals. The best marketing is always community word of mouth.

### **Why do we do it?**

#### **Tampa Bay Runners' motto:**

***Fitness and well-being comes from serving others. Whether, we are helping another take that first running step or creating awareness in the community, it all breeds hope and happiness. This is what drives our commitment to others.***

By facilitating the Strawberry Classic for the last 37 years, we not only serve but are able to donate to those in need.

This year, Tampa Bay Runners are proud to donate a portion of the proceeds to the local **Meals on Wheels** and **Children's Dream Fund (additional information is included in Appendix B).**

# STRAWBERRY CLASSIC WEEKEND

## Here is what to expect:

### March 16th

**Pre-Race Pasta and Packet Pick-up Party** - The evening before the races at a local pub in the Temple Terrace, FL area. Temple Terrace Elementary School will serve as the home base for the race start and finish lines. Following the race, participants will enjoy live music, food, vendor booths, locally grown strawberries, and awards.

### March 17th

#### 10k race, 5k race and 15k challenge (5k + 10k)

Enjoy a scenic run around the Temple Terrace Golf Course. There is lush vegetation and plenty of shade from all of the beautiful Oaks throughout.

**Fun-run** For those that are just starting out or want to walk as a family, this is an inexpensive race.

**Post-Race** – Awards are given out to the top three finishers in each gender and age bracket for the 5k, 10k and 15k challenge.

Raffles – Often times our sponsors provide in kind gifts, which are raffled at the awards ceremony and post-race party.

Post-Race Party – After all of the awards are given out, a little rest and relaxation begins at a nearby pub. They always provide one free beer and food specials. There are additional raffles for those that choose to join in the festivities.

As a sponsor, you will receive recognition in all race promotions and we will share information about your business with our membership, prospective new members, and all registered runners. Our event is also advertised through our race partner FitNiche, Florida Race Place Magazine, Facebook, Spectrum Networks, Bay News 9's Announce Your Event, local newspapers, and in online publications such as Running Journal and Florida Running and Triathlon Magazine.

We have included the different levels of sponsorship. Any level of support is greatly appreciated. If you have any questions, please contact any of the following:

We sincerely hope to partner with you. Please let us know if you have any questions or concerns.

Sincerely,

Tampa Bay Runners' Executive Board of Directors

Ron Tiller, President, Race Director  
Phone: 813-843-3276 | Email: [rontiller1@msn.com](mailto:rontiller1@msn.com)

Claire Keneally, Membership Director  
Email: [clairekeneally@yahoo.com](mailto:clairekeneally@yahoo.com)

Terri Wright, Treasurer  
Email: [TbWright944@yahoo.com](mailto:TbWright944@yahoo.com)

Kevin Webb, Vice President  
Email: [kevinwebb67@gmail.com](mailto:kevinwebb67@gmail.com)

Bailee Kwilinski, Social Committee Director  
Email: [Bkwilinski@hotmail.com](mailto:Bkwilinski@hotmail.com)

Cindy Morgan, Secretary  
Email: [cindy.morgan@478yahoo.com](mailto:cindy.morgan@478yahoo.com)

Tampa Bay Runners, [info@tampabayrunners.com](mailto:info@tampabayrunners.com)

Right Click and open the link below for TBR website  
[Races in Tampa | Tampa Bay Runners](#)

**Appendix A**  
**SPONSORSHIP LEVELS**

**Title Sponsor – \$5,000**

- Name/logo in title of race
- Industry exclusivity
- Display area at race finish line
- Announced in all race media and advertising
- Display area and admission to pre-race pasta party
- Logo on signage
- 15 race entries
- Admission post-race party
- Access to all race areas
- Logo on race t-shirt (if submitted by 3/1/2018)
- Option to submit promotional items for runner gift bag
- Verbal recognition before and during races

**Presenting Sponsor – \$2,500**

- Industry exclusivity
- Display area at race finish line
- Announced in all race media and advertising
- Display area and admission to pre-race pasta party
- Logo on signage
- 10 race entries
- Admission post-race party
- Access to all race areas
- Logo on race t-shirt (if submitted by 3/1/2018)
- Option to submit promotional items for runner gift bag
- Verbal recognition before and during races

**Golden Berry Sponsor – \$1,000**

- Display area at race finish line
- Announced in all race media and advertising
- Display area and admission to pre-race pasta party
- Logo on signage
- 7 race entries
- Admission post-race party
- Access to all race areas
- Logo on race t-shirt (if submitted by 3/1/2018)
- Option to submit promotional items for runner gift bag
- Verbal recognition before and during races

**B.I.P. “Berry Important Player” – \$500**

- Display area at race finish line
- Announced in all race media and advertising
- Display area and admission to pre-race pasta party
- Logo on signage
- 4 race entries
- Admission post-race party
- Access to all race areas
- Logo on race t-shirt (if submitted by 3/1/2018)
- Option to submit promotional items for runner gift bag
- Verbal recognition before and during races

**Harvester Berry Patch Partner – \$250**

- Announced in all race media and advertising
- Display area and admission to pre-race pasta party
- Logo on signage
- 2 race entries
- Admission to post-race party
- Access to all race areas
- Logo on race t-shirt (if submitted by 3/1/2018)
- Option to submit promotional items for runner gift bag
- Verbal recognition before and during races

**Berry Jam Band Member – \$100**

- Logo on signage
- 1 race entry
- Admission to pre-race pasta party
- Admission to post-race party
- Access to all race areas
- Option to submit promotional items for runner gift bag

**Berry Bunch Sponsor – \$50**

- Admission to pre-race pasta party
- Admission to post-race party
- Access to all race areas
- Option to submit promotional items for runner gift bag

**In-Kind Sponsor**

We also accept an approximate count of 600 items (examples: coupons for discounted or free goods or services from your business, pens, post-it notes, toys, key chains, mugs, sample products which might be interesting to health conscious individuals) for inclusion in our gift bag, which is distributed with an official race t-shirt to every participant.

**Strawberry Mile Sponsor**

This sponsorship opportunity is for businesses that wish to get the word out about their product or service to a captive audience of over 700 individuals! The company will receive significant advertising at their assigned mile and the sponsorship amount varies based on the mile location and the number of races that cross the assigned mile. This level is limited to 15 businesses, so act quickly! Contact Tampa Bay Runners at [info@tampabayrunners.com](mailto:info@tampabayrunners.com) for more information.

**Right Click and open the link below for TBR website**

**[Races in Tampa | Tampa Bay Runners](#)**

Saturday, March 17, 2018

## COMMITMENT FORM

Yes, I would like to sponsor the 37th Annual Driscoll's Strawberry Classic!

Title Sponsor \$5,000

Berry Jam Band Member \$100

Presenting Sponsor \$2,500

Berry Brunch \$50

Golden Berry Sponsor \$1,000

In-Kind

B.I. P. "Berry Important Player" \$500

Strawberry Mile Sponsor

Harvester Berry Patch Partner \$250

I am unable to participate, but enclosed is my donation of \$ \_\_\_\_\_.

Name \_\_\_\_\_

Company (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Email Address \_\_\_\_\_

Please make all checks payable to the **The Tampa Bay Runners** and mail to:

P.O. Box 290372

Tampa, FL 33687

**Thank you for supporting the 37th Annual Driscoll's Strawberry Classic!**

**Right Click and open the link below for Registration page**

**[Strawberry Classic Race Registration Link](#)**

## Appendix B

### Charity Info

Tampa Bay Runners was founded in 1981. We have always run a local race which supported the health and wellness of the community. It has been important to us to give back locally as well. The Children Dream Fund and Tampa Meals on Wheels are supported only by local giving. They don't have large corporations, sports teams or foundations writing big checks to support their cause.

That means that every dollar provided by our sponsors and runners will make an impact in our community. That is what Tampa Bay Runners are all about. Please read a brief overview of each charity. Be happy to know your participation and dollar really counts.

#### Children's Dream Fund

The Children's Dream Fund was founded in 1981 with the single purpose of fulfilling dreams for children ages 3-18 who have been diagnosed with a life-threatening illness, and who live in West Central Florida. Dreams are referred to us by doctors, nurses, Child Life and Social Workers, friends, families and other patients. Dreams vary as much as the personalities of the children we serve. They may involve meeting a celebrity, a trip, or a gift such as a computer or playground, or our most-requested dream, a week at the Give Kids the World Village, which enables a child to visit all of the Disney-area theme parks.

The Children's Dream Fund is not affiliated with a national organization. We do not telemarket to raise funds. Since its inception in 1981, the Children's Dream Fund has made dreams come true for over 2,000 children. According to our most recent audited financial report, *over 84% of every dollar raised goes directly to granting dreams*. Over 50% of all dream costs are covered by in-kind donations. The Children's Dream Fund has a Four-Star rating by Charity Navigator, and all funds raised help children in our community. The Children's Dream Fund strictly adheres to the Association of Fundraising Professional's Donor Bill of Rights.

Every child deserves hope and a dream and our goal is to continue to make those dreams come true. Our desire is to grant every eligible child's dream and no dream has ever been refused.

#### MEALS ON WHEELS – Tampa

For almost 40 years, Meals On Wheels of Tampa has served the homebound and senior community by providing healthy meals delivered to our recipients' homes by caring volunteers every Monday through Friday (with weekend frozen meals available for those who need them). Through our mission, we contribute to the community by focusing on three main tenants of service: we nourish the body, by providing the necessary nutrition and calories for recipients to remain healthy and independent in their homes; we enrich the soul by connecting the outside world with our homebound and often isolated recipients, and we strengthen the community by bringing individuals and groups together to help make Tampa a more safe, caring and connected place to live for our homebound and senior neighbors.



MOW Tampa is completely private, accepting no direct government grants or United Way monies. We have been awarded the Charity Navigator highest rating of 4 stars. The recent audit showed 87 cents of each dollar raised going directly to programming. We work very hard to be efficient, effective and mission minded; we have never turned anyone away from our service due to an inability to afford the cost of a meal.