## 2012 SPONSORSHIP OPPORTUNITIES

**TITLE SPONSOR** $5,000+
- All the benefits of PLATINUM sponsor **plus**
- Name and logo given **premier placement** on all promotional materials
- Twenty five complimentary race entries with t-shirts and race packets

**PLATINUM SPONSOR** $2,500
- All the benefits of GOLD sponsor **plus**
- Banner ad on JL Long website for entire school year
- Name and logo given **premier placement** on race T-shirts
- Live promotion on race day
- Fifteen complimentary race entries with t-shirts and race packets

**GOLD SPONSOR** $1,000
- All the benefits of SILVER sponsor **plus**
- Prominent location at site event for information, product sales/giveaways
- Banner ad on JL Long website for Fall Semester
- Name and logo included on race T-shirts
- Ten complimentary race entries with t-shirts and race packets
- Full page ad for business sponsors in J.L. Long Student Director

**SILVER SPONSOR** $500
- All the benefits of BRONZE Sponsor **plus**
- Location and information table or product sampling at event
- Banner ad on JL Long website for Fall Semester
- Name included on race T-shirts
- Eight complimentary race entries with t-shirts and race packets
- ½ page ad for business sponsors in J.L. Long Student Directory

**BRONZE SPONSOR** $250
- Display/Yard sign for business sponsors
- Announcement of sponsorship on race day
- Five complimentary race entries with t-shirts and race packets
- ¼ page ad for business sponsors in the J.L. Long Student Directory

**BUCCANEER SPONSOR** $150
- Name recognition in J.L. Long Student Directory
- Announcement of sponsorship during race activities
- Four complimentary race entries with t-shirts and race packets
- Yard sign for family sponsors

**RACE COURSE SPONSOR** $100
- Name recognition in J.L. Long Student Directory
- Announcement of sponsorship on race day & Banner promotion

For more information or details on how you or your organization can help with this great cause, please feel free to e-mail or contact either Mary Preussel at 214-663-3344, mpreussel@att.net or Martha Norton at 214-324-0847, marthabnorton@att.net, or visit www.jllong.com.
Join the J.L. Long community on October 4, 2012, for our 16th Annual Long Run, a certified 5K run and 1-mile fun walk benefitting the J.L. Long Middle School PTA!

ABOUT THE RUN
The 16th Annual Long Run starts & finishes at the front lawn of J.L. Long Middle School located at 6116 Reiger Avenue in Historic East Dallas. After the races; join runners, student groups, parents, families & community members for food, refreshments, and entertainment at one of the oldest & most established races is East Dallas.

This year’s event will take place on Thursday, October 4, 2012, with festivities beginning at 5:30 pm. The 1-mile Family Fun Run/Walk, begins at 6:00 pm and encircles the J.L. Long Middle School and Woodrow Wilson High School campuses. The 5K certified run, beginning at 6:30 pm, is a challenging course that winds its way through the picturesque Hollywood Heights neighborhood in Old East Dallas. Each entrant will receive a race t-shirt. In addition, awards will be given for the fastest runners in the various age categories.

Early registration, before Friday, September 23, 2012, is just $10 for children 14 and under and $15 for adults. Entry forms can be picked up at Luke’s Locker (new location at 3046 E. Mockingbird Lane-next to SMU bookstore), online at www.jllong.com or at the J.L. Long Middle School Office.

ABOUT THE CAUSE
The 16th Annual Long Run the only fundraiser sponsored by the J.L. Long Middle School PTA. Proceeds are targeted to bridge critical gaps in the J.L. Long Middle School budget, including:

- Fees associated with the International Baccalaureate Middle Years Program
- Leadership Cadet Corps uniforms
- Instruments for band and orchestra & entry fees for Expectations Show Choir competition
- Microscopes
- Supplemental books & educational magazines
- Entry fees & transportation for Long’s award winning Math & Science Team
- Entry fees and transportation to athletic and music competitions
- Transportation to Texas Colleges and Universities ensuring all Long students tour a college/university every year reinforcing a college-going culture

SPONSORSHIP
When you sponsor this event, you become part of our school community! Your tax-deductible contribution guarantees corporate exposure at the community level. At a time when thousands of Dallas families are researching schools, your business is prominently featured:

- At the event  - In the race promotional materials
- In the community (sponsor signs)  - On race t-shirts (Silver Sponsor and above)
- School Website (Silver Sponsor and above)  - School Directory

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2012 SPONSORSHIP CONTRACT

Name to Appear in Directory/Banner: ____________________________________________

Company Name: ___________________________________________________________________

Address / City / Zip: ___________________________________________________________________

Phone: ____________________________________________________________________________

Email: ____________________________________________________________________________

Signature: _______________________________________________________________________

Please indicate your Sponsorship Commitment Level:

_____ Title-$5,000+  _____ Silver - $500  _____ Race Course - $100

_____ Platinum - $2,500  _____ Bronze - $250

_____ Gold - $1,000  _____ Buccaneer - $150 (False-Start discount $125 if paid before 07/31/2012)

_____ I am a returning Sponsor from a previous year for the Long Run

_____ I am a first time Sponsor for the Long Run.

_____ In-Kind donation (to be used as prizes at the event OR giveaways in race packet)

Please refer to IRS publication 526 for rules regarding In-kind donations.

_____ My contribution qualifies for a matching contribution by my employer: __________

T-shirts (please indicate amount and sizes):

Youth:  L   M   S

Adult:  XXL  XL  L  M  S

_____ My company/family wishes to DONATE back our t-shirts to JL Long Middle School PTA

Please mail the Sponsorship Contract with your contribution to: J.L. Long Middle School PTA,
Attn: Mary Preussel, 2261 Springhill Drive, Dallas, Texas 75228.

For $500 sponsorship levels and above: in order to receive printed recognition in race pamphlets or other printed materials, please submit jpg of your logo artwork by Friday, September 7, 2012 to Mary Preussel mpreussel@att.net or Martha Norton marthabnorton@att.net.

The 15th Annual Long Run is organized by the J.L. Long Middle School PTA and we gratefully acknowledge your donation. We are a tax-exempt charitable organization and your contribution is tax deductible up to the limits as allowed by the Internal Revenue Code. This is your receipt for your donation. No goods or services were provided to you in exchange for this donation. The J.L. Long Middle School PTA federal tax ID number is 705-6062039. Should your company or group require a W-9, please contact us and we will provide one for you.

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